Advertising Age

With which is incorporated Advertising Agency Magazine, formerly Advertising & Selling

Second Class Postage Paid at Chicago, Ill. Copyright, 1961 by Advertising Publications, Inc.

September 11, 1961
Volume 32 • Number 37
25 Cents a Copy • $3 a Year
CHICAGO 11 • Published Weekly at
200 E. Illinois St. • DE 7-5200
NEW YORK 17
630 Third Ave. • YU 6-5050

THE NATIONAL NEWSPAPER OF MARKETING

Pre-Introduction Chrysler Drive to Boost Image

'Look at All 3' Motif Revived in Print Copy to Build Confidence

(Picture on Page 3)

DETROIT, Sept. 6—Chrysler Corp. will launch an intensive print campaign next week to answer critics and tell the public "What's ahead for Chrysler."

The all-copy ad was planned to clear up questions and doubts in the mind of the car buyer before Chrysler announces its 1962 line Sept. 28. Chrysler indicated that events of recent months—a new president, several vp resignations, stockholder suits, new committee form of government—have created an air of uncertainty. The ad is signed "by the people at Chrysler Corp."

The ad, prepared by Leo Burnett Co., Chicago, will run in newspapers in 100 top markets on a staggered schedule during the next two weeks. In addition, it will run in page form in *Life, Look, Newsweek, The New Yorker, The Saturday Evening Post, Sports Illustrated, Time* and *U. S. News & World Report*, plus a list of selected financial publications.

■ Theme of the strictly institutional campaign is "Fix what's wrong, keep what's right, and move ahead." It describes the new management's goals in engineering, quality control and product improvement, and states that the automobile buyer once again should "look at all three," an ad theme that built Plymouth sales during the 1930s. #

Henri, Hurst, Admiral Split

Account Reportedly Amounted to About 25% of Agency's Billing Total

CHICAGO, Sept. 7—Admiral Sales Corp. today announced the release of Henri, Hurst & McDonald as its agency, effective immediately. Admiral reportedly has been billing more than $2,000,000.

At the same time, ADVERTISING AGE learned that James Pat Sweeney, vp and Admiral account supervisor at Henri, Hurst, has resigned from the agency. Mr. Sweeney reportedly will assist Admiral in the selection of a new agency, and he will go with the new agency to supervise Admiral activities.

Admiral told AA that it has not talked to any agencies and does not plan to do so for at least a week. Company executives expect to be tied up all next week at a meeting of Admiral distributors. Admiral said it had no definite plan worked out for the selection

(Continued on Page 142)

OPENING GUN—*A screaming eagle dominates double truck scheduled by American Airlines for newspapers beginning the week of Sept. 10. This ad is the first creative effort for American by its new agency, Doyle Dane Bernbach.*

Shell Mails Credit Cards, Offers Steak Knives to Prospects in Houston

HOUSTON, Sept. 7—Shell Oil Co. has mailed out a large number of credit cards to potential customers, inviting them to show the cards at area Shell service stations and receive, free, a set of six steak knives worth $2.

It is the first time in the recent memory of local advertising and marketing men that Shell has utilized premiums to build up its business. But the aspect of the campaign that local marketing people are talking about is the scope of the mailing.

The Shell district office, which serves the southern tier of states, described the promotion as an experimental one, and acknowledged that it is "extensive."

One official said, informally, that it was "a hell of a lot more than a few thousand."

■ Houston is the only city in this marketing area in which the steak knives promotion is being tested, Shell said. But Shell will be testing other premiums in cities in other marketing areas. Ogilvy, Benson & Mather, with Jack Elliott, account executive, played a large part in the planning, the Houston district office said.

Shell mailed out a large number

(Continued on Page 140)

$400,000 in Billings . . .

Sun Oil Names Michener, Esty to Succeed EWRR

Move Follows Acquisition of Gulf Business by EWRR

PHILADELPHIA, Sept. 7—Sun Oil Co. has appointed Michener Co. of Philadelphia to handle advertising for its industrial, wholesale and liquified petroleum gas products.

At the same time, the company has turned over its home heating oil account to William Esty Co., New York, which has been handling Sunoco motor products advertising for a number of years.

Both of these accounts had been handled by Erwin Wasey, Ruthrauff & Ryan, Philadelphia and New York.

As reported by ADVERTISING AGE on Aug. 28, Sun Oil, "disturbed" by the acquisition of Gulf Oil Co. business by EWRR's Pittsburgh office, has been interviewing agencies for the portion of its account EWRR has been handling. This is the last bit of Sun Oil business that had been left in the EWRR shop. The agency lost about 75% of Sun Oil to Esty in December, 1957.

Total billing for the industrial division is believed to be around $250,000 to $300,000, with the home

(Continued on Page 10)

By '70: 60,000,000 Psychologists? . . .

Consumer Psychology Unit Is APA Milestone

Ph.D.s Jam 3 N.Y. Hotels; Weigh New Pontiac Image, H-Bombs

NEW YORK, Sept. 6—The American Psychological Assn., which is probably the nation's fastest growing professional association, today wound up its seven-day annual meeting here after discussing everything from the psychopathology of thermonuclear war to the image change in the Pontiac automobile.

It was the hottest week of the year in New York and some observers thought the presence of some 8,000 psychologists did little to alleviate the condition. To the hot air already smothering the city was added the jargon-laden treatises of some 400 speakers.

For the advertising industry, this was perhaps the most important APA meeting ever held, since it marked the inauguration of the consumer psychology division—APA's 23rd division—and many researchers from the commercial world were on hand to celebrate this recognition.

■ Dr. Ernest Dichter, one of the high priests of motivation research, appeared today on one of the closing symposia of the meeting, and there was a strong contingent here from Leo Burnett Co., Chicago—Seymour Banks, John C. Maloney and Clark Leavitt.

The sheer size of this meeting—it required three hotels—reflected the mushrooming of this profession. APA now boasts 19,000 members, more than half holding Ph.D.s, up sharply from the 16,000 of two years ago. Attendance at this year's meeting was up nearly 1,000 over last year. Michael Amrine, APA's public information director, and once pr director of the Advertising Council, quipped:

"We double in size every seven years. By 1970, there will be 60,000,000 psychologists. In another 20 years, there will be more psychologists than people—and the people will then start studying the psychologists."

■ APA's weight was well demonstrated last week. The American Sociological Society, meeting at the Chase Park in St. Louis, demanded that the hotel admit Negroes to its private swimming pool. The hotel management refused at first but finally relented after the ASS called the APA and got the

(Continued on Page 142)

Y&R Acquires Noble Advertising, Biggest Mexican Ad Agency

MEXICO CITY, Sept. 8—Noble Advertising, Mexico's largest agency, has been merged into Young & Rubicam.

Edward J. Noble

Noble operations here and in Central America will be combined with Y&R's Latin American operations, which include offices in Mexico City, San Juan and Caracas.

The new agency entity, which will bear both Y&R's and Noble's name, will have total billings of about $10,000,000, with more than half coming from Noble's operations here.

Edward J. Noble, American ad-

(Continued on Page 140)

Last Minute News Flashes

'Milwaukee Journal' Sets R.O.P., Hi-Fi Test

MILWAUKEE, Sept. 8—The *Milwaukee Journal* will conduct a full split run later this month for identical page ads in hi-fi and full r.o.p. color. An unidentified food company is the advertiser. Two research companies have been hired by the *Journal* to tabulate readership results of the test. This is believed to be the first time that such a test has been conducted, and the hi-fi ad will be the first one ever accepted by the *Journal*.

Aarbern Sets 3-Media Test for Getric

CHICAGO, Sept. 8—Aarbern Pharmacal Co. will test Getric, a 12 for 98¢ decongestant tablet, starting Sept. 17 in newspapers, Sunday supplements and radio covering 12 midwestern states. One newspaper ad is headlined, "Sinus pain can't endanger your job any more." Getric is handled by Geyer, Morey, Madden & Ballard.

Dow Names Rogers, Williams in Marketing Shifts

MIDLAND, MICH., Sept. 8—Dow Chemical Co. has made two top-level changes in its consumer products organization. Garland G. Fritts, brand manager on Dowgard anti-freezes, has resigned to join George Fry Associates, Chicago, management consultant. He has been succeeded by Edward Rogers, formerly merchandising manager for Dow plastic building products. At the same time, Dow has promoted Richard T. Williams, formerly assistant merchandising manager for the agricultural chemical sales department, to succeed Jack H. Prine as manager of the lawn and garden products division.

(Additional News Flashes on Page 139)

Net TV Spending Up 8% in 1st 6 Months, TvB Says

Anacin, Crest Are Top Brands; Metrecal, Swan Are Lively Newcomers

NEW YORK, Sept. 7—Drugs, toothpaste and cigarets continued to dominate the list of top spending network tv products during the second quarter of 1961, according to the report released this week by the Television Bureau of Advertising.

Of the top 25 network advertised brands, 16 fell in those categories; Anacin topped the list, with an estimated gross time budget of $2,608,938. Crest, pushing hard with its endorsement by the American Dental Assn., was in second place, with an expanded budget of $2,154,038.

These quarterly reports are

(Continued on Page 147)

Philip Morris to Market Gauloises in U. S.; Parliaments to Bow in France

Gauloises Cigaret Will Be Altered to Be Acceptable to American Palates

NEW YORK, Sept. 7—At simultaneous news conferences in Paris and New York next Tuesday (Sept. 12), Philip Morris Inc. will announce details of a licensing agreement by which it will manufacture the top-selling French cigaret, Gauloises, in the U.S., and at the same time manufacture its king-filter Parliament in France.

Parliament will thus become the first U.S. cigaret to be manufactured in France, and industry sources here describe the event as a significant inroad into that market. In France, cigaret manufacturing, marketing and advertising are under strict control of the government monopoly, Regie Tabac, and U.S. brands have been able to make headway only as premium-price imports.

■ "This move by Philip Morris means that its French-produced Parliament will now carry all the excitement of a foreign brand plus the advantage of a low price, because obviously it will be able to sell at competitive prices," an industry source said.

Philip Morris itself declined to comment. "Full details of the agreement, as well as the advertising, will be revealed on Tuesday," the company said. However, it was learned that advertising for Gauloises in the U.S. will be handled by Leo Burnett Co., Chicago. As for the tobacco blend in Gauloises, feeling is that "the blend is not built for American palates, by any means," and that the company has modified the brand. Gauloises have 60% of the French cigaret market, with sales at 25 billion annually.

■ Philip Morris's breakthrough into the French market underlines the company's increasing attention to its overseas operations. Last November, George Weissman, exec vp and a director, was moved up from director of marketing of Philip Morris Inc. to chairman and chief executive officer of Philip Morris overseas, while continuing to serve in his positions with the parent company.

His appointment specifically pointed up what Joseph R. Cullman III, president, termed "the growing importance of the company's overseas operations." The company exports cigarets to more than 96 territories throughout the world, in addition to having operating affiliates in four countries and licensing agreements in another four (besides France).

■ Mr. Cullman noted later that the company is optimistic about its operations abroad because of the strong demand for American-type cigarets, "coupled with the fact that in less mature economies abroad, cigaret consumption is growing at a far faster rate than in the U.S." Last year, the overseas division topped its previous records in export sales and sales by subsidiaries and licensees.

The company introduced Marlboro to West Germany last year. Marlboro and Philip Morris are leading American-made brands in France, Italy, Spain and Sweden, while Marlboro is a leading brand in Switzerland. Marlboro was also added to the company's brand list in the Philippines last year.

A precedent for the manufacture of Parliament abroad was established last year in Venezuela after the government there halted American cigaret imports. As a result, Philip Morris Inc. began to manufacture Philip Morris, Marlboro, Alpine and Parliament through a subsidiary, C. A. Tabacalera Nacional.

Parliament was the 13th largest U.S. brand last year, according to *Business Week*, with sales of 10 billion units!

Philip Morris will manufacture Gauloises in Richmond, Va. ≠

Kaiden Gets 'Business Week' P.M. Post; 2 Others Shifted

Martin Kaiden, advertising sales promotion manager of Time-Life International, will join *Business Week* Sept. 25 as promotion manager, succeeding Richard LaBonte, who recently was named director of promotion for McGraw - Hill's publications division (AA, July 31).

Martin Kaiden

Mr. Kaiden has been with Time Inc. since 1949. Don Austermann, merchandising manager of *Business Week* for the past two years, has been named Mr. Kaiden's assistant. In another move at McGraw-Hill, Ben Faulkner, public relations manager of *Business Week*, has been appointed bureau chief of the magazine's Toronto office, effective the middle of October.

Gadsby Names Wurschmidt; Expands, Adds Four Accounts

Gadsby Advertising, San Francisco, has appointed Keith Wurschmidt, formerly with the advertising department of Schlage Lock Co., art director.

The agency, which has taken larger quarters in the San Francisco Merchandise Mart, has added four new accounts: H. C. Macaulay Foundry Co., Berkeley; Firmont Inc., Richmond; Sy Elliott Studios, San Francisco; and Marin Valley Kennels, Mill Valley.

COLUMBIAN COFFEE—*A campaign for Brown Gold 100% Columbian coffee will be launched in the Oct. 8 New York Times Magazine. Similar ads will follow in supplements later. Smith/Greenland Co. is the agency.*

Ford Sets Biggest Ad Budget Ever for '62 Models

Ford Division Will Start Introducing Cars in Newspapers on Sept. 24

DETROIT, Sept. 8—Ford division will put its "biggest advertising budget in history" behind its 1962 lineup of passenger cars, which will break with announcement ads on Sept. 24 and 29.

The division will release a combination Galaxie and Falcon ad in 5,600 newspapers then, followed by a Galaxie release to 2,800 newspapers Oct. 1 and a separate Thunderbird announcement early in October. The new Fairlane will bow by itself in November.

Except for the Sept. 28-29 newspaper schedule, which will run a page plus five columns on the facing page, the car lines will be carried in separate ad schedules.

On network tv, Ford's announcement schedule will be 40% heav-

(Continued on Page 140)

L-O-F Exec Alters Earlier Word on Photo Distortion

CLEVELAND, Sept. 6—A Libbey-Owens-Ford Glass Co. executive testified that a camera never distorts the appearance of glass as hearings resumed on the Federal Trade Commission's charges that L-O-F and General Motors used camera trickery and deceptive tv ads.

The witness, H. M. Alexander, vp in charge of L-O-F's technical services, made the statement during cross-examination by William Simon, a GM attorney.

"No camera can record a distortion in glass unless one exists," Mr. Alexander said from the stand. "If the camera angle is acute, however, it can make a distortion more apparent if the distortion is there."

No distortion is caused by either the speed of the camera or the speed of the auto in which the camera is operating, Mr. Alexander said. (The tv sequences at issue were shot through GM car windows, which the FTC contends were rolled down during the filming.)

■ Mr. Alexander was asked by the GM attorney to elaborate upon the testimony he gave at an earlier chapter of the hearings, in Toledo (AA, March 7, '60), when the FTC subpoenaed him, as its witness, in support of the complaint against the two companies.

Acknowledging that he had said previously that a sharp camera angle "magnified" a distortion in glass, Mr. Alexander said he really didn't mean it—not "magnified" in the strict sense. "I meant that the distortion, if there is any, then becomes more acute to the eye," he said.

■ The hearings were to move from Cleveland to Detroit on Sept. 7 and 8; thence they go to Washington Sept. 14 and 15. It was explained that they move to where the evidence is.

The tv films which are the target of FTC charges were produced by TV Graphics, of New York. Agency for Libbey-Owens is Fuller & Smith & Ross. ≠

California May Get Legislation to License Admen

Legislator Says He'll Introduce Chambliss Plan if Media, Admen Back It

LOS ANGELES, Sept. 5—William C. Chambliss, who has been making the rounds of ad groups here in an effort to drum up support for the licensing of admen, this week produced a state assemblyman who indicated that he may throw a licensing bill into the legislative hopper in " '62 or '63, depending on the political climate."

■ Mr. Chambliss, who is director of communications of Space Technology Laboratories, embarked this spring on a campaign to raise the level of advertising to that of a "recognized profession" (AA, May 1). Subsequently, he has received mixed reactions from the California ad fraternity.

Following a meeting this week with Mr. Chambliss, Assemblyman Charles Chappel, of Redondo Beach, announced that he has given "advice and consent" to the Chambliss proposal and said that he would present the bill in the assembly, provided indication of advance support is received from various media and ad groups in the state.

■ As outlined today by Mr. Chambliss, the bill would establish licensing requirements that would include written examinations for literacy, "capability of accurate communication," knowledge of media, of advertising business practices and of law relating to mass communications. Mr. Chambliss also suggested a written exam testing the applicant on his "knowledge of the mechanics of advertising creation."

A prospective licensee must also, Mr. Chambliss said, demonstrate by personal record and by interview with a character committee his good moral character and his knowledge of the ethics of the ad profession. ≠

Highlights of This Week's Issue

Robert Allen, president of Fuller & Smith & Ross, New York, says significant advances in advertising ethics have been made in the past several years **Page 4**

Quaker Oats Co. will introduce redesigned packages for its dry cereals with color spreads in Sunday supplements **Page 6**

Raphael Demos, Harvard University philosopher, says to be "dispassionate" when confronted by advertising appeals **Page 14**

Council of Architectural Metal Trade Assns., representing nine specialized trade groups, is formed to coordinate activities in the architectural metals field **Page 15**

Stanley Blacker Inc. this fall will abandon the color wash illustrations it has used for five years, in favor of ads dominated by the company name **Page 22**

Radiant Mfg. Corp. will use a "happy memories" theme in its fall advertising to promote its movie and slide projection screens this fall **Page 34**

Heublein Inc. aims to boost its sales volume from the current $100,000,000-plus mark to the $500,000,000 level "within the next ten years" **Page 36**

Trommers Brewing Co., wholly-owned subsidiary of Piel Bros., will use newspaper advertising in five eastern states to introduce its new low calorie beer, Trommers Red Letter **Page 42**

Clay W. Stephenson, of Clay Stephenson Associates, says mediocrity in American business has resulted as big advertisers and big agencies have turned away from creativity in favor of committee compromise **Page 48**

Associated Third Class Mail Users launch drive to convince major Washington advertisers that they should not spend money with the Washington Daily News **Page 52**

Washingon state supreme court upholds the constitutionality of a 1955 agricultural enabling act that set up five commodity commissions to promote farm products **Page 56**

Sindlinger & Co. report reveals that radio's daily audience has topped television's for seven consecutive weeks, starting with the week ending June 30 **Page 59**

Bryce Gray Jr., formerly sales manager of Electronic Design, forms Mactier Publishing Corp. **Page 62**

William H. Lundin, director of Psychological Dynamics, says although many agency owners may not realize it, it is their personal leadership qualities which distinguish their agencies from others **Page 70**

Bahamas Development Board sets a U.S.-Canada campaign to attract a record number of visitors to the West Indies in the coming winter-spring season **Page 80**

Mark K. Pinkerman resigns as vp in charge of advertising of Reichhold Chemicals **Page 86**

McCall's and Ladies' Home Journal sponsor survey to point out "the comparative lack of interest in daytime tv among women under 50 and those living in better income households" **Page 90**

Royall Smith, vp and copy supervisor of Lennen & Newell, says copywriters would rather write an ad that sounds good than one that merely sells, if they have to choose between the two **Page 94**

House of Koshu plans a magazine campaign to introduce liqueurs, O-Cha and Su-Mi-Re, in the U.S. **Page 96**

Theodore Levitt, Harvard business school lecturer and plans board member of Lippincott & Margulies, says despite the "global" big talk about the "marketing concept" and bushels of money invested on sales promotion, advertising and so-called technical services, "marketing is the neglected stepchild of most modern corporations **Page 106**

W. C. Barber, vp of Campbell-Mithun, says there are no billion-dollar marketing cooperatives in this country, and the only way there will be is through further education in merchandising tactics **Page 108**

Pan American-Grace Airways will launch an experimental one-shot campaign this month to reach higher-income groups. **Page 134**

FIGURES TO FILE

Nielsen Network TV	Page 76
Videodex Network TV	Page 76
TvQ Rating Leaders	Page 134
Brewers' Six Month Sales, '60-'61	Page 139
Top 25 Advertisers, Brands in Network TV	Page 147

REGULAR FEATURES

Advertisers in This Issue	148
Advertising Market Place	144
Agencies Ask Us	116
Along the Media Path	138
Coming Conventions	132
Creative Man's Corner	116
Editorials	18
Employe Communications	118
Getting Personal	26
Information for Advertisers	30
On the Merchandising Front	122
On the Packaging Front	118
Obituaries	75, 139
Photographic Review	126
Rough Proofs	18
This Week in Washington	8
Tyler Picks Ten	120
Voice of the Advertiser	100
What They're Saying	18

Cleveland tf Club to Honor 5 Advertisers for Ad Effectiveness

CLEVELAND, Sept. 7—The tf Club of Cleveland on Oct. 9 will present awards to five advertisers and their agencies for effective business publication advertising techniques, in its 11th annual advertising achievement competition.

The winners were chosen from among 90 entrants on Aug. 24 by a panel of Chicago-area advertising men.

The winners in the five divisions are:

Division 1: Campaigns up to $10,000—Westinghouse Electric Corp., Pittsburgh; Robert H. Rowe, advertising account representative. Agency, Fuller & Smith & Ross, Pittsburgh; W. S. Chezley, account executive.

Division 2: Campaigns $10,000 to $25,000—Clevite Service, Cleveland; Harry S. Burker Jr., merchandising manager. Agency, Duffy, McClure & Wilder Co.; B. D. Spofford, account executive.

Division 3: Campaigns $25,000 to $50,000—Libbey-Owens-Ford Glass Co., Toledo; Franklyn R. Hawkins, advertising manager. Agency, F&S&R, Cleveland; C. H. Day, vp.

Division 4: Campaigns $50,000 to $100,000—Tocco division, Ohio Crankshaft Co., Cleveland; W. E. Benninghoff, Tocco vp and general manager. Agency, Carr Liggett Advertising, Cleveland; John F. Wilson, president.

Division 5: Campaigns $100,000 or more—Malleable Castings Council, Cleveland; Edward F. Kelley, public relations director. Agency, Carr Liggett Advertising, Cleveland; Loren M. Seager, account supervisor. ≠

Sheaffer Contest Aims to Attract College Scribblers

FT. MADISON, IA., Sept. 6—Two lucky (and bright) kids will soon be getting $100-a-month handouts from W. A. Sheaffer Pen Co. The money will be the top prize in a new "Sheaffer pen money" contest to be launched next month in a series of four b&w ads in 100 leading college newspapers.

Each of the two winners—one boy and one girl—will get $100 a month for the nine months of the school year. In addition, 25 transistor radios will go to the runners-up.

The contest will take the form of an essay, "I like Sheaffer pens because . . ." Entries must be in by Nov. 7.

Sheaffer will put heavy emphasis on its cartridge pens, a type that's been getting a lot of promotional effort in recent months from competitors such as Parker. Many of the Sheaffer models being advertised this fall are cartridge types, ranging in price from $2.95 to $10.

Another feature of the campaign will be a ballpoint pen with a "reminder clip," which expels and retracts the point. Introduced within the past six months, the reminder clip has received limited advertising, mainly at the retail level.

■ In addition to the college newspaper campaign, Sheaffer will reach the youth market by way of heavy and varied insertions in *American Girl* (four-color page, September, and four-color cover, December); *Boys' Life* (b&w page, September); *Co-ed* (four-color covers, Sept. 13, Nov. 8); *Junior Scholastic* (four-color covers, Sept. 13 and 20, b&w page, Nov. 8); *Science World* (same schedule as *Co-ed*); *Senior Scholastic* (four-color cover, Sept. 13, and pages Oct. 13, Nov. 8, Nov. 18); and *Young Catholic Messenger* (two-thirds b&w pages, Sept. 15 and Dec. 1).

In addition, Sheaffer will use some network tv, Sunday newspaper supplements and magazines, such as *Good Housekeeping*, *Look* and *National Geographic* for the general consumer segment of the campaign. The ads will begin this month.

Supplements will include *Family Weekly*, *Parade*, and *This Week Magazine*, plus some independent supplements yet to be selected. This part of the schedule has been timed for two weeks before Christmas.

On tv, a series of spot commercials are being scheduled for NBC-TV's "Jack Paar Show" and "Today." The spots will be concentrated in the back-to-school period.

The consumer campaign will be backed by regular insertions in 18 trade publications.

Batten, Barton, Durstine & Osborn, Chicago, is the agency. #

Daystrom Names Bridge; Freymuller Joins Agency

Daystrom Inc., Murray Hill, N.J., has assigned two more divisions to Harry P. Bridge Co., Philadelphia. The agency has handled Daystrom Transicoil, formerly Transicoil Inc., Worcester, Pa., since before its purchase by Daystrom. The two divisions are Daystrom Pacific, El Segundo, Cal., formerly with Gets & Sandborg, Beverly Hills, Cal.; and Daystrom Wiancko Engineering Co., Pasadena, Cal., formerly with G. M. Basford Co.

Bridge also has named J. Freymuller, formerly with Harris D. McKinney Inc., to the new title of ot public relations director.

What's ahead for Chrysler?

The people in charge talk briefly about what they are doing

Suppose somebody put you in charge of America's seventh largest industrial company in sales with assets of one billion, 369 million dollars and said:

"You have more than 82,000 people working for the company.

"You have 86,000 stockholders.

"You have more than 6,000 dealers who sold more than three billion dollars' worth of cars and trucks in 1960.

"You do business with more than 12,000 other companies.

"And remember what you owe to the people who own the more than 11 million Chrysler-built cars and trucks now on the road in the U. S. alone.

"You're in charge. Fix what's wrong, keep what's right, and move ahead."

That's the job they gave us and that's what we intend to do.

"Fix what's wrong, keep what's right, and move ahead"

With the cars we have for '62, and by keeping our eye on these objectives, we are confident we will move ahead rapidly.

1. We plan to make it necessary for every automobile buyer once again to *"look at all three."* This can be accomplished only by offering *cars with something extra in every price class.* This we are doing!

2. In addition to offering cars with something extra in every price class, we will continue to offer *the best built cars in every price class.* To accomplish this, we have tightened up our already rigorous quality control program. *You'll see the results in our 1962 cars on display September 28.*

3. We are dedicated to turning out cars that will give you peak performance, that will handle gas as though it were rationed, and will require a minimum of attention and expense. We're doing it now, and we're going to do even better.

4. Chrysler Corporation has the best engineers in the business. It is our job to see that their best ideas go into our cars.

In accomplishing these four basic objectives, we will offer you cars in every price class that give you the most for your dollar when you buy them and the most for your dollar at trade-in time.

The people at

Chrysler Corporation

Where engineering puts something extra into every car

PLYMOUTH • VALIANT • DODGE • DART • LANCER • CHRYSLER • IMPERIAL • DODGE TRUCKS
SIMCA CARS • MOPAR • REDSTONE • JUPITER • AIRTEMP • AMPLEX • CYCLEWELD • MARINE AND INDUSTRIAL ENGINES

PRE-ANNOUNCEMENT—*This is the all-text page Chrysler Corp. will run to break ground for its model announcement ads this fall.*

'Almost an Appliance' . . .

College, High School Youth Target of $500,000 Remington Typewriter Drive

Ads Help Students Tell Their Parents They 'Want, Need' Machines

NEW YORK, Sept. 7—Remington Rand portable typewriter division will kick off on Monday a $500,000 four-month drive which will find the company in cahoots with Betty Coed and the crew cut crowd.

With rah-rah cuties and horn-rimmed, turtle-neck types paving the way, Remrand will try out this theme: If students will send Remrand their parents' names, the company will try to "convince" moms and dads that their offspring need typewriters.

Two models will spirit the drive: One is a $49.95 Holiday portable, the company's new price leader (replacing the Quiet-riter), whose weight has been reduced from 23 to 18 lbs. The Holiday, which has 42 keys and a self-reversing ribbon, has a top that folds down to

(Continued on Page 147)

How to convince your parents you need a new HOLIDAY PORTABLE BY REMINGTON !!!!!
(Your new "cool" companion HOLIDAY portable makes schoolwork more fun and can help you get BETTER GRADES!)
Remington

Codella Folds Shop, Joins Friend-Reiss

NEW YORK, Sept. 7—John J. Codella has dissolved his agency, Codella Co., and joined Friend-Reiss Advertising as vp and director of public relations. The post, a new one, ties in with Friend-Reiss' reorganization of the department.

Mr. Codella, who is 32, resigned from G. M. Basford Co., along with T. Norman Palmer, in November, 1958, and they set up their own agency, Palmer, Codella & Associates. After some 18 months, Mr. Codella sold his interest in the agency, subsequently renamed T. N. Palmer & Co. At the time he left, the agency reported it was billing at the rate of $7,000,000 a year. #

Meyers Adds Account

Edward M. Meyers Associates, New York, has been named to handle the advertising account of Ahlers of Regent Street, London, manufacturer of men's rainwear. The company will how in the U.S. in the spring of 1962 with a new line, mostly via magazines. There was no previous agency.

Brown & Williamson Reports Growth of Raleigh Premiums

Brown & Williamson Tobacco Corp., Louisville, which has opened a Raleigh Premium Center across the street from its main office to handle the increased coupon volumns, reports it is now redeeming 2,000,000 Raleigh coupons daily. The Raleigh premium department, in operation since 1932, has grown from a staff of one to 73. In 1960 the department shipped premiums with a retail value of more than $8,000,000 in shipments of about 4,000 daily. The company also reported that 5,000,000 premium catalogs were distributed during 1960.

United Artists Boosts Weiser

Norman Weiser, national advertising and public relations director of United Artists Records, New York, has been named vp in charge of advertising, marketing and public relations of the company.

Cash Card Pops Up as Credit Card Rival

Gay Launches Project in Washington; Users Pay $10, Get Discounts

WASHINGTON, Sept. 8—The credit card business has been such a phenomenal success someone was bound to try the reverse twist—a discount card for people who are willing to pay cash.

The Cash Card, which makes its debut here Monday, works like the credit card. Participating merchants have been pledged in advance to give pre-determined cash discounts to consumers who hold Cash Cards. To guard against skulduggery, holders of Cash Cards are supposed to make their purchase, then flash the card—*after* the bill is added up. The customer pays in cash or by check.

The man behind Cash Card is Connie B. Gay, Lizzard County, N. C., "farm boy," who made good in radio with country music, and parlayed his success as an impresario, writer, talent manager, knife-sharpener pitch man, music publisher, and finally, owner of Connie B. Gay Broadcasting Corp.

■ Promotion of his Cash Card International Club is to get under way with spreads in all Washington newspapers Monday, plus saturation support in radio-tv, a car card showing and a display at Washington National Airport. Mr. Gay personally is bankrolling the promotion, with $50,000 earmarked for the first month here, and plans to break into other markets as soon as the Washington test is far enough along to justify a move.

Ads and publicity material for Cash Card hammer away at the high cost of buying on credit. Cash Card publicity material points

(Continued on Page 84)

Manning's Seeks Agency to Replace Compton Advertising

SAN FRANCISCO, Sept. 7—Extensive experience in marketing will be the basic criteria used by Manning's Inc., West Coast restaurant, bakery and coffee distribution chain, headquartered here, in its selection of a new advertising agency.

Robert F. Horn, recently named advertising manager for Manning's, and Harold J. Grainger, vp of Compton Advertising, jointly announced the "termination of a year-long survey period" handled by Compton's San Francisco office.

Manning's operates 33 of its own restaurants, as well as industrial feeding installations on management contracts, and distributes its own brand of coffee in the West and in Hawaii.

■ Mr. Horn, who formerly was assistant advertising manager for Consolidated Freightways Inc., told ADVERTISING AGE, "We're anxious to expand our share of the coffee market and the new agency we select will be one with considerable marketing experience and, we hope, some knowledge of coffee."

Mr. Horn added that "there has been complete satisfaction with the services Compton performed for us and Compton will continue to handle the account until we select a new agency."

At least eight San Francisco agencies have been invited to solicit the account which, in past years, has spent approximately $100,000 annually, with most of it used to promote Manning's retail bakery division and its restaurants.

Additional funds may be made available and shifts away from newspapers and outdoor will depend, according to Mr. Horn, "on the advice we get from our new agency, when it is chosen." #

Volvo Appoints McCracken

Volvo (Canada) Ltd., Toronto, has appointed W. A. McCracken Ltd., Toronto, to handle its advertising. The company, a wholly owned subsidiary of the parent company in Sweden, was established in March. Prior to that Volvo cars were distributed by Auto Imports (Swedish) Ltd., Vancouver and Goodwin-Ellis Advertising, Vancouver, handled the advertising.

McLoughlin Named President of Vick; Elliott-Smith to Morse

NEW YORK, Sept. 7—Richardson-Merrell Inc. has named a new president and exec vp for its Vick Chemical Co. division and has added a top executive to its house advertising agency.

John T. McLoughlin Ernest P. Zobian

John T. McLoughlin, presently with Mead, Johnson & Co., will become president and general manager of the Vick division Oct. 1. At the same time, Ernest P. Zobian will be promoted to exec vp of the division.

Paul Elliott-Smith, formerly with Warner-Lambert Pharmaceutical Co., has joined Morse International as exec vp, a newly created position. He will be a member of the agency's creative board, and creative personnel will report to him. At Warner-Lambert he was an advertising manager and new products director.

Paul Elliott-Smith

Last month, Robert A. Dearth, former president of Morse, joined Kenyon & Eckhardt as vp and general manager of the Detroit office. His title at Morse remains vacant.

■ Mr. McLoughlin will replace Richard D. Waters, who became exec vp of Richardson-Merrell in July. Now president of the Mead Johnson Laboratories division, Mr. McLoughlin was formerly with Procter & Gamble, Johnson & Johnson, Esterbrook Pen Co. and previously spent about one year with Vick in 1955.

Mr. Zobian was vp in charge of advertising and product development of Lambert Pharmacal Co., and worked for its successor, Warner-Lambert Pharmaceutical Co., before joining Vick in 1957 as a vp in charge of two products. He is now responsible for seven proprietaries marketed by the Vick division. #

WQXR Inaugurates FM Multiplex Stereo

NEW YORK, Sept. 8—The first regularly scheduled fm multiplex stereo programming in New York started last night on WQXR-FM. Elliott M. Sanger, exec vp of the station, announced plans for 10 hours of such programming weekly.

With the advent of the multiplex schedule, WQXR's am-fm stereo programming was discontinued. The first program transmitted in the new sound dimension was "Adventures in Sound," a weekly attraction sponsored by Fisher Radio Corp. Fisher, a maker of stereo radio equipment, has sponsored this program on am-fm stereo and will continue it as a multiplex feature.

The full ten hours of multiplexing will be made up of stereophonic tapes or records with the exception of the live WQXR string quartet concerts broadcast from the station's auditorium.

■ Sponsors carrying over from am-fm stereo to fm multiplex stereo, in addition to Fisher, include London Records, RCA Victor, Angel and Capitol Records and H. H. Scott Inc.

Two more hours will be added to the stereo schedule in October to cover weekly concerts of the Boston Symphony Orchestra. The concerts will be sponsored by Air India and Harman-Kardon. #

Miller, Burgermeister Vote to Halt Legal Battles

Miller Brewing Co., Milwaukee, and Burgermeister Brewing Co., San Francisco, have decided to drop all legal actions between the two companies. Miller sued Burgermeister last year (AA, Nov. 28), charging that the California brewer renegged on an agreement to sell out to Miller for $11,000,000 following a higher bid of $13,500,000 by Jos. Schlitz Brewing Co.

A San Francisco judge ruled last May that there was no written or verbal contract between Miller and Burgermeister (AA, May 15) and Miller had planned to appeal this ruling.

Burgermeister has decided to drop a countersuit against Miller for $5,250,000 in damages, in which it charged that Miller caused Schlitz to withdraw its higher offer.

Gouchenour to Neals, Roether

C. Lee Gouchenour has joined Neals, Roether, Hickok, Orlando, as part of the operations group, serving national clients. Mr. Gouchenour is a former founder, vp and sales manager of Graphic Presentations, Orlando.

Madda Joins Meldrum

Jo Madda has joined Meldrum & Fewsmith, Cleveland, as an assistant producer in the tv, radio and film department. Miss Madda was formerly a radio-tv writer and assistant producer of Allied Advertising, Cleveland.

OPENING IN BOSTON—*Robert Allen (left), president of Fuller & Smith & Ross, Pittsburgh, extends best wishes to Robert McMahon, vp and manager of the agency's new Boston office.*

Admen Respond to 4A's-ANA Unit, Allen Reports

F&S&R Head Reports Lone Recalcitrant as Agency Opens in Boston

BOSTON, Sept. 5—Significant advances in advertising ethics have been made in the past several years, in the opinion of Robert Allen, president of Fuller & Smith & Ross, New York.

Mr. Allen, co-chairman of a joint committee on ethics of the Assn. of National Advertisers and American Assn. of Advertising Agencies, also said, "There is far better understanding within the business itself of what we are trying to do in policing objectionable advertising."

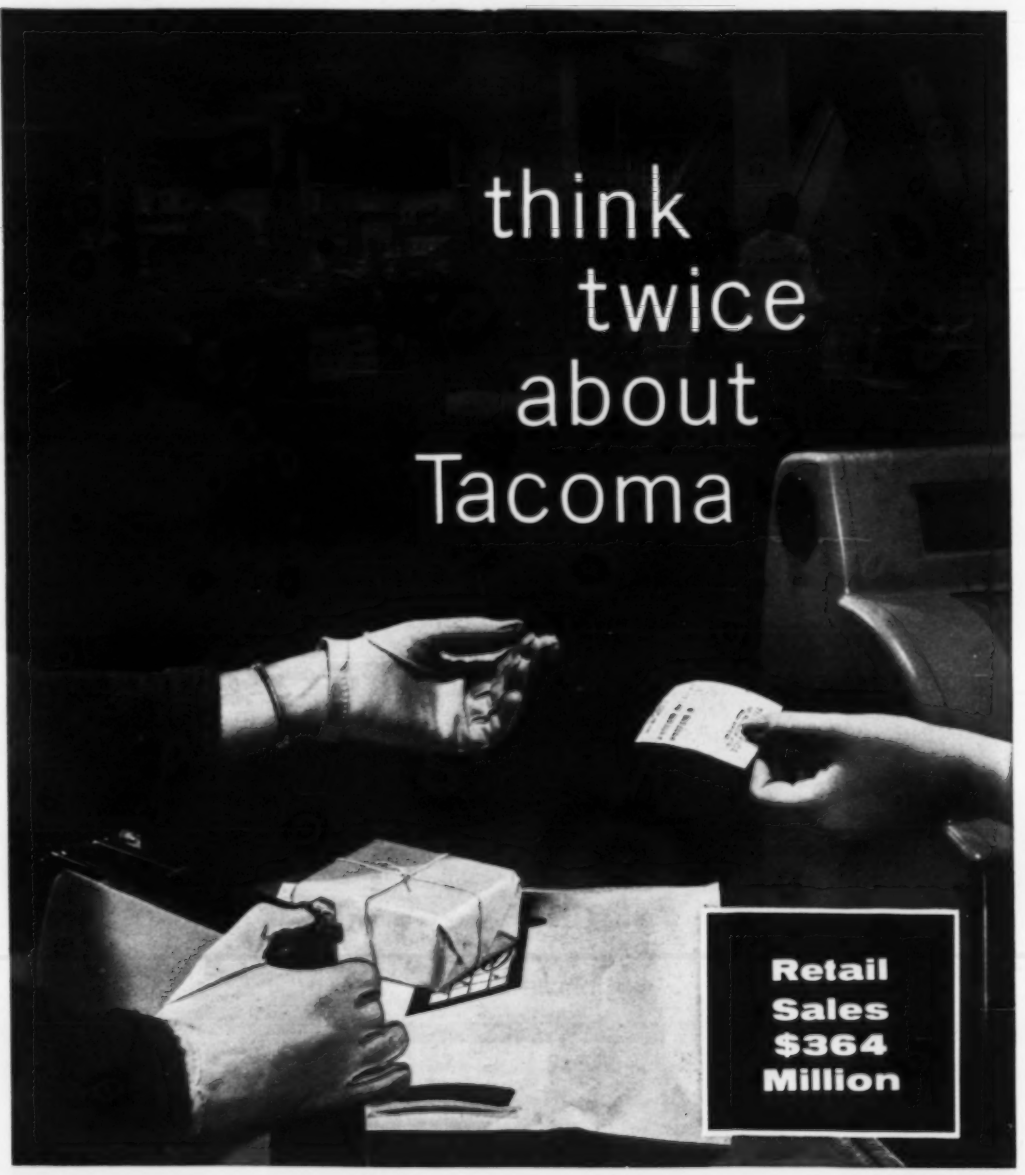
■ In the two years the joint committee has been reviewing ads, only one advertiser refused to halt or alter the advertising after the committee said it was objectionable.

"Quite frankly, in that one case the guy just told us to go to hell," Mr. Allen said. "He said he wasn't going to listen to the committee. This particular advertiser was not a member of the Four A's nor was he a member of ANA."

■ Mr. Allen, in Boston for ceremonies opening the agency's new branch office, told a press conference that most complaints concerning local advertising are handled through local Better Business Bureaus, which forward the complaints to the joint committee for review. The committee decision is relayed to the local BBB, which notifies the advertiser. This method, he said, is more effective than if results were forwarded directly to the local advertiser.

Robert McMahon, vp and marketing director of F&S&R's Pittsburgh office, has been named manager of the new Boston operation. #

Planning a promotion in the Pacific Northwest?



Washington State's Puget Sound Circle is a vital, growing, concentrated market. In selling this market, your distribution, sales, and merchandising forces cover both Seattle *and Tacoma*. Your advertising must do the same. That means Tacoma is an essential buy on every Pacific Northwest newspaper schedule!

1. Tacoma *must* be covered if you want full selling effectiveness in the Puget Sound Circle—biggest market north of San Francisco.

2. Tacoma can be covered only by the Tacoma News Tribune—delivering 82.1%* coverage of the metro area. No outside daily (or combination) can provide you with merchandisable coverage in the Tacoma market.

*Newspaper Rates and Data

TACOMA NEWS TRIBUNE—An "A" schedule *must*. Circulation now more than 86,000.

Ask the man from Sawyer-Ferguson-Walker Company.

A NEW BABY IS SIZZLING HOT!

Fires the whole family into roaring action; sets off a powerful, driving demand for almost anything.

GIFT-PAX will distribute samples of non-competing baby and family products to 3,200,000 new mothers in the United States alone, many thousands in Canada and the United Kingdom — right at the bedside when the impact is greatest.

Gift-Pax®

CONTROLLED PRODUCT SAMPLING to NEW MOTHERS IN HOSPITALS

Let us tell you how your product can be included in this group, without waste and at low cost. Phone IVanhoe 5-0660, or write to

Gift-Pax® Inc.
25 Hempstead Gardens Drive
West Hempstead, L. I., N. Y.
United States Canada United Kingdom

Newsweek is read by more top Washington defense officials than any other newsweekly

The 1961 budget of the Federal Defense Agency (Armed Services and Office of the Secretary of Defense) is estimated at $46.7 billion—largest since the Korean War. The National Aeronautics and Space Administration budget is $1.7 billion. The top officials in these agencies are responsible for the expenditure of these funds. According to a recent study conducted by Walter Gerson & Associates among these defense groups, more top officials read Newsweek than any other newsweekly. Newsweek: *Atmosphere for action!*

...ahead of the news, behind the headlines...for people at the top

Quaker Repacks Four Dry Cereals

CHICAGO, Sept. 6—Quaker Oats Co. will introduce redesigned packages for its dry cereals with Sunday supplement ads next month.

Color spreads will run in *Parade* and *This Week Magazine* Oct. 15, and in First Three Markets and five independent supplements Oct. 22. The ads will offer certificates which can be exchanged for coupons good for the purchase of one of the four cereals.

■ The new packages are designed to give the cereals a modern look, as well as a "family" resemblance. Changes on the Quaker puffed rice, puffed wheat and Muffets packages are extensive; the package for Life, relatively new on the market (AA, Feb. 6), has been changed only slightly. Compton Advertising and Dickens Inc. helped the company design the new packages.

Compton, agency for three of the cereals, placed the ads. J. Walter Thompson Co. handles Life advertising. ≠

FAMILY PORTRAIT—*Quaker Oats Co. will introduce new packages for its cold cereal line with this color spread in First Three Markets, Parade, This Week Magazine and five independent supplements next month.*

ORC Reports Highest Volume

Opinion Research Corp., Princeton, N. J., has reported a new high gross volume of $2,029,000 for its 1961 fiscal year.

Downs Carpet Ads to Show Rooms Before and After Carpeting

PHILADELPHIA, Sept. 6—A before-and-after theme will dominate the new fall campaign for Downs Carpet Co. in full-page four-color ads.

The ads will show one room with no carpeting in one scene, and with Downs carpets in another.

The copy theme: "The wonderful difference is Downs."

The largest area of the ad features Downs Rendition pattern in a gold tone. Five other carpets in different colors also are shown.

■ The full-page color ad will appear in the October issue of *House & Garden*; November issue of *Good Housekeeping;* and the inside front cover of the November issue of *Living for Young Homemakers.*

Dealers will be supplied with four-color reprints, four-color counter cards, and newspaper mats.

A lovely model and a beautiful sheep dog are shown in the photographic illustration of the room scenes.

Fien & Schwerin is the agency. ≠

BEFORE AND AFTER—*Downs Carpets will show a room with and without a Downs carpet in its new ad promotion.*

Industrial Advertisers Unit to Sponsor Advanced Ad Course

The New York chapter of the Assn. of Industrial Advertisers will sponsor a 12-week advanced course in industrial advertising at New York University, beginning Oct. 19. Topics covered in the course will include marketing plans, media analysis, copy, trade shows, sales promotion and publicity. Further information is available from Benjamin De Young, product advertising manager, U.S. Industrial Chemicals Co., 99 Park Ave., New York.

WXYZ-TV Names Two

Kent J. Fredericks has been named national sales manager of WXYZ-TV, Detroit, succeeding Thomas J. O'Dea, who has joined ABC-TV in New York. Mr. Fredericks has been succeeded on the local sales staff by James P. Conroy, formerly manager of production services of WXYZ-TV.

Fain Joins Perfection

Jack Fain has joined in partnership with Howard Branston, president of Perfection Inc., Miami, point of purchase display company. Mr. Fain, who will be exec vp, formerly was production manager of Bishopric/Green/Fielden.

Patterson Names Printup

Patterson Publishing Co., Chicago, has appointed John Printup & Associates, Miami, to represent *American Motel* and *American Restaurant Magazine* in Florida, Georgia and South Carolina.

Hi Jinx to Malcolm-Howard

Hi Jinx Carmel Corn Co., Chicago, manufacturer of pop-corn making equipment and products, has named Malcolm-Howard Advertising Agency, Chicago, to handle its advertising.

Spencer Joins Taskett-Hogle

John Spencer has joined Taskett-Hogle, Seattle, as an account executive. He formerly was an account executive at Northwest National Advertising Agency, Seattle.

Precision Extrusions to Culea

Precision Extrusions, Bensenville, Ill., has appointed JD Culea Advertising, La Grange, Ill., to handle its advertising and sales promotion.

Lilienfeld Boosts Jurgensen

James K. Jurgensen, account executive and radio-tv director of Lilienfeld & Co., Chicago, has been appointed director of media of the agency.

How it feels to be enjoyed and a giant

Maybe you think you have troubles. But what if you were a giant? And, what if you had to go around broadcasting pictures and sound through the air? You'd be in quite a dither now, wouldn't you?

But KPRC-TV, The Houston, Texas television Giant manages to be pretty philosophical about it all. He figures being a Giant by career has its problems just like any other business, and you just have to adjust to them.

Of course it gets a bit lonesome at times. There being so few giants around these days to talk to. But, he lives for his work. Fact is, in this respect he's a little bit neurotic. He has a sort of compulsion complex, you might say. Feels he has to carry and sell the best products and services in the whole wide world. Won't rest. Won't let any of us rest.

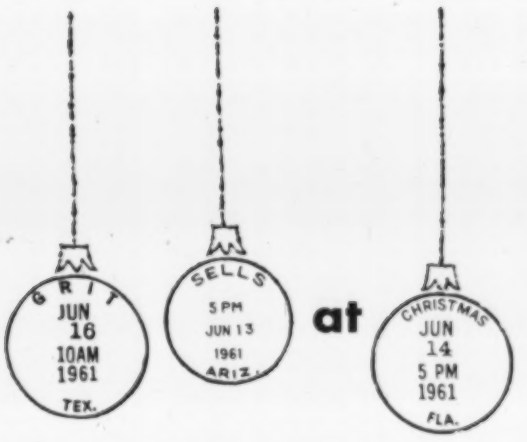
You take KPRC-TV programming. First off, he developed a very special breed—very, very varied entertainment with fresh, well-placed commercials. Then, he was one of the first stations in the nation to invest in a video-tape recorder—figured that was one way to retain the freshness. So everybody loved his programming. But, did he sit back on his laurels and relax? Not him. First thing you know, he came up with a way to quick-cook participating spot announcements.

It's hard to guess what he'll be up to next. But that's The Houston Giant for you.

COURTESY OF THE GREEN GIANT CO.

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES

Closing Date
For Order—September 25
For Copy—20 days prior
to date of issue.



HERE is your chance to put your product under 900,000 extra trees this Christmas!

A special pull-out "Christmas Stocking" gift section will appear in the October 22, November 5 and November 19 issues of GRIT, America's small-town family weekly.

Only general and mail-order gift items will be accepted.

To assure maximum readership, there will be editorial matter on every page. And it will all be concerned with Christmas . . . gift suggestions, tips on gift wrapping, unusual ideas.

Also there will be a special box on page 1 of each issue calling readers' attention to the "Christmas Stocking" pull-out section.

Best of all, instead of paying a premium to get into this special section, you can actually enjoy a *special reduced rate*. And you don't even have to run the same ad in all three issues . . . merely the same size unit.

Your ad in GRIT will go to 900,000 larger-than-average, younger-than-average families, concentrated in 16,000 prosperous, thriving small towns coast to coast.

This is one of the most responsive audiences you could hope to reach with your Christmas advertising: GRIT has traditionally enjoyed a very special relationship with its readers. And it is one of the least exploited: the metropolitan-oriented mass magazines and newspapers deliver relatively thin coverage in the hard-to-reach small-town market.

Remember: *Only Christmas advertising—both general and mail order—will be accepted* in GRIT'S "Christmas Stocking" gift section. So whichever way you sell, make the most of it. Get into these three issues at the special reduced rate . . . and let GRIT bring you a "yule tide" of extra sales and profits this Christmas!

GRIT

Grit Publishing Company, Williamsport, Pa.
Represented by Newspaper Marketing Associates

For your convenience, here are the special combination rates for these three issues:

(space available in these units)

Size	Total cost for three insertions at regular rates	Total cost for three insertions at special rates
50 li. (1/20 pg.)	$ 615	$ 555
100 li. (1/10 pg.)	1,230	1,110
150 li. (3/20 pg.)	1,845	1,665
200 li. (1/5 pg.)	2,460	2,220
300 li. (3/10 pg.)	3,690	3,330
400 li. (2/5 pg.)	5,520	4,440
500 li. (1/2 pg.)	6,150	5,550
600 li. (3/5 pg.)	7,380	6,660
800 li. (4/5 pg.)	9,840	8,880
1,000 li. (full pg.)	12,000	10,950
Back Page	....	12,000

This Week in Washington . . .

Marketing Activity Finds Strong Proponent in Commerce's Hodges

By Stanley E. Cohen
Washington Editor

WASHINGTON, Sept. 7—Wanted: Business men who can develop new products and marketers who know how to ring up sales.

Since taking office last January, Commerce Secretary Luther Hodges has sounded this note time and again. His encouragement has put a reassuring quietus to the pre-election rumbles that echoed from the John F. Kennedy campaign camp.

Just over a year ago, you may recall, some of the men around Mr. Kennedy were contending that the U.S. consumer is "over-indulged." They wanted to see more of the nation's wealth channeled into the so-called "public sector," where it would be spent for important national programs like education, slum clearance and aid to depressed areas. They talked derisively about "tail fins" and excessive expenditures for advertising, suggesting that it might be necessary to clamp down—through the tax power—on "frivolous" expenditures in the so-called "private sector."

Some marketers were led to expect the worst, once these people were elevated to positions of power. But it hasn't worked out that way.

■ In a period of national prosperity, it was easy for Presidential advisers to talk about cutting down on excessive purchasing power in the hands of consumers. But by the time the Kennedy organization came into power, the economic goose had already cut back its production of golden eggs. There was no excess to tax away.

Moreover, now there are others who have access to the Presidential ear. Most of the administration's economists argued, conventionally, that this is no time to dampen individual initiative by talking in terms of a bigger tax load.

■ At the Commerce Department, the Kennedy administration established a secretary of unusual vitality. At 60, Luther Hodges is the oldest man in the Kennedy cabinet. The younger men have discovered that he moves so fast it is hard to keep up with him.

His reorganization of the Commerce Department has two clear goals: More service to business, and more influence in government.

His efforts to help build export trade have been thoroughly publicized. Under the program that is now getting under way, the department hopes to provide one-stop service which will enable more U.S. companies to get a good start in the export field.

■ But the problem of making the Commerce Department an influence within government is more elusive. Over the years, the Commerce Department has been a repository for an array of chores, from census, to highways, to weather. Little of its work has been close to the center of Presidential decision making.

In recent reorganizations, the Commerce Department has been geared to play a more influential role. Many of the foreign trade economists have been clustered into a new unit where they will be indispensable in evaluating the potential impact of new tariff and trade agreements. Comparable units are being organized to deal with domestic business problems, too. For example, the department will soon be making some of its first studies on the potential impact of automation.

■ Secretary Hodges' energy obviously impressed the President. When the new area development program was set up, the Commerce Department got the nod over the host of other agencies that were interested in the assignment. The new tourism program, too, was added to the department's responsibilities.

The need for harder and more intelligent selling was one of the first messages which the new secretary had to offer when he took office last winter. With the nation in deep and ugly recession, it was a message that hardly needed emphasis.

Now, however, he makes it clear that, depression or not, there is always going to be room for good, aggressive promotion of improved consumer goods in the U.S. economy. If the "public sector" zealots decide to revive the argument, they will obviously have a fight on their hands.

The "public sector" people assume that expansion of our economy is stimulated through programs planned and initiated by government.

■ Secretary Hodges subscribes to the view that private spending stimulates private investment, and that the expansion of the "private sector" generates increased tax revenues to underwrite the programs of the government.

In a speech in Denver early this week, he lamented the fact that retail sales have not been measuring up to their potential, at the present rate of economic activity. Except for low income families he pointed out, the American consumer is well stocked today. Further economic advance will require not just more dollars in the pocket, but resourceful, imaginative marketing by American business men, he said.

From 1956 to 1960, he noted the ratio of retail sales to personal income after taxes ranged between 62% and 65%. In the past 12 months, it slipped to about 60%.

■ "If we could convince people right now to spend at retail one percentage point more of their disposable income, we could raise sales more than $3.5 billion on an annual basis," he commented.

"And let me make one point perfectly clear: This would not be wasteful spending, short-changing our public needs.

"There are legitimate latent wants all throughout this economy today, and their transformation into actual sales would have not only private, but public value. With increased consumption, and therefore production, we could both alleviate unemployment and poverty and make possible, through added government revenues, the expansion and improvement that we seek in public facilities.

"American business these days should not be willing to sit back with its old products. It should be spending, increasingly, for research and development to devise new products and make old ones more appealing and competitive. We must step up research and speed the introduction of exciting products, if we are really serious about raising demand.

"Marketing," he declared, "should not be just a passive mechanism for providing goods to meet existing demands; it should spur demands, take latent wants and crystalize them into actual sales, and therefore production." ≠

Pastene Names Cockfield

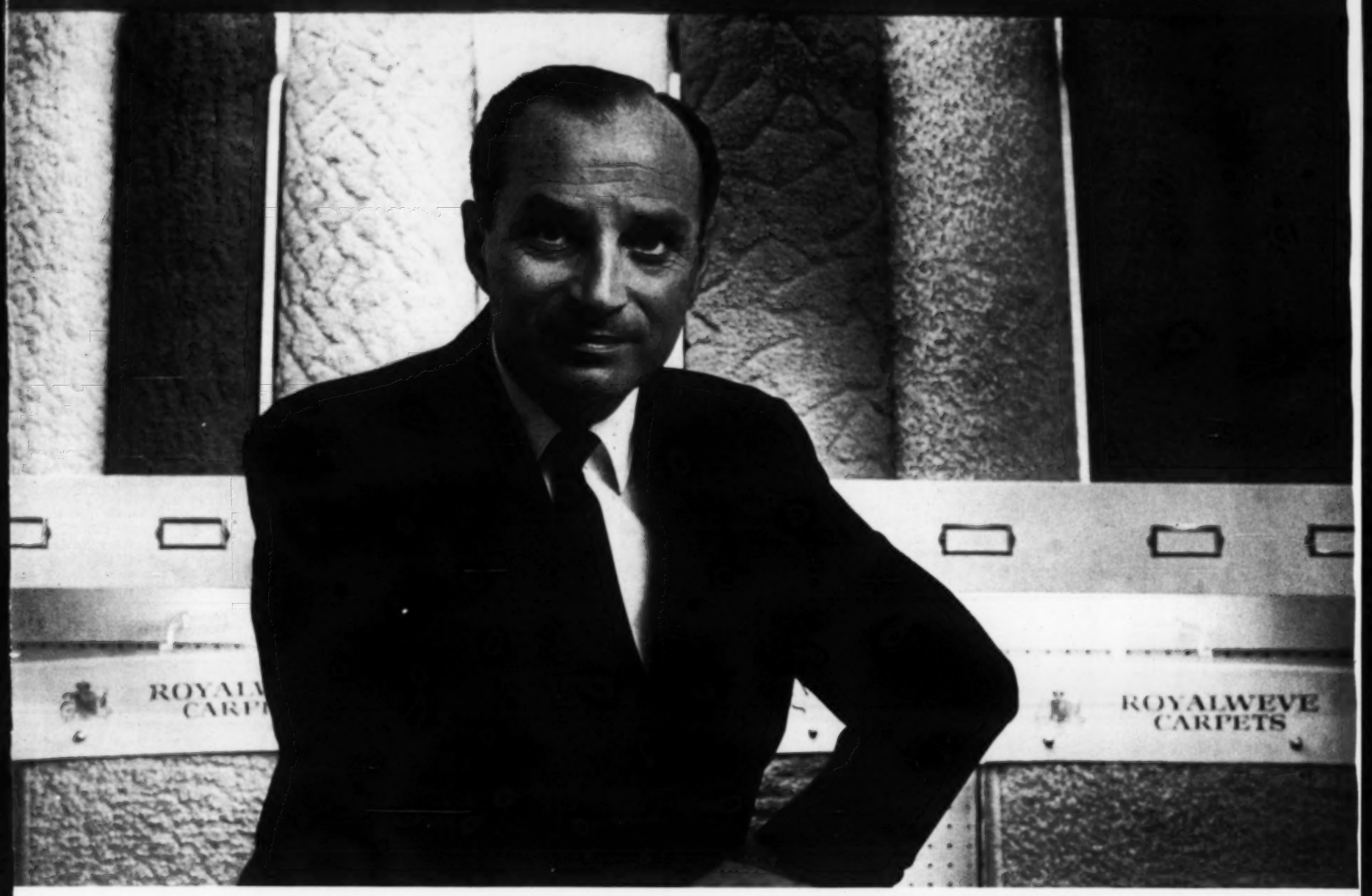
Pastene Co. Ltd., Montreal, oil merchant, has appointed Cockfield, Brown & Co., Montreal, to handle its advertising.

Yes . . . but the market for children's products is a very grown-up one. Here are some of the wide-awake marketers who are selling kid stuff via Channel 11 in Pittsburgh. How about you?

AMERICAN TOYS
BEECHNUT
CRACKER JACK
DELUXE READING TOYS
GENERAL TOYS
GOLDEN BOOKS
HAPPY HOUR TOYS
KOOL-AID
MARX TOYS
MATTEL TOYS
POLL PARROT SHOES
THRIFTY BINDERS
VIEWMASTER
WELCH GRAPE JUICE
WESTERN TABLET
WHITMAN TOYS

CHANNEL WIIC 11
The eyes of Pittsburgh
Represented nationally by Blair-TV

Men who sell the West with Sunset



Western carpet-maker says –

"IN 1960, OUR FIRST YEAR IN SUNSET, OUR SALES INCREASED 57%"

Emery Mand is one of those gratifying "local boy makes good" stories. In 1952 he started his carpet business in Los Angeles with $5,000 of borrowed capital. By 1960 Mand Carpet Mills had become a multi-million dollar operation.

Behind this success story is a daring marketing plan. In 1959 Mr. Mand boldly whittled his 700 carpet outlets in the West to about 150 of the most selective, and gave them exclusive territory franchises. He decided to concentrate the bulk of his consumer advertising in one medium – Sunset.

1960 was a soft year generally for the carpet industry, but Mand Carpet sales rose 57%. No wonder Mr. Mand and his advertising agency decided again in 1961 to concentrate in Sunset. In October they are going all-out with a 10-page spectacular!

"Why do we concentrate in Sunset?" says Mr. Mand. "Two reasons: prestige and orders. Sunset blankets the market we want to cover. Its readers are the best home furnishings buyers in the market, and they look to Sunset for guidance. We couldn't do business without it."

What Mr. Mand says is true: Sunset readers spend substantially more for home furnishings than the Western average. 92% own their own homes, 47% own second homes or property. 20% remodel their homes each year, and 54.8% repaint or redecorate in a typical year. They also spend more for clothes, cars, cameras, petroleum products, food, insurance, investments and travel.

If you want sales action in the West and Hawaii, Sunset will give it to you. You'll be amazed at the results, at first, and then you'll come to expect them, as Emery Mand has done. Action follows when Sunset comes out because 2,000,000 readers depend upon Sunset editors and advertisers to lead them to the best ideas in Western Living.

"Our dealers depend upon Sunset as much as we do," says Mr. Mand, as he and agency executive, Malcolm Steinlauf, go over coming Sunset Dealer Promotion.

THE MAGAZINE OF WESTERN LIVING **Sunset**

LANE MAGAZINE COMPANY, MENLO PARK, CALIFORNIA

Quick, Henry! Old Flit Slogan, May Be Revived

NEW YORK, Sept. 7—"Quick, Henry, the Flit!" a slogan that was scrapped three years ago when the household insecticide "went modern," might be revived as a result of an exclusive licensing arrangement between Humble Oil & Refining Co. and Black Leaf Products Co., Chicago.

Effective Oct. 1, Black Leaf will have an exclusive five-year license to manufacture, sell and advertise Flit, which first sprayed into being back in 1923. The move will fill a void for Black Leaf, which has had a pretty hefty complement of agricultural pesticides —but no household product.

Flit, whose marching soldier (he's Henry) equipped with spray gun and high shako, seems destined to reappear, lately had been spending about $500,000 a year through its agency, McCann-Erickson. In 1959, it shifted away from big-space newspaper campaigns and shelled out roughly 90% of its entire budget for participating spots on three network tv shows.

■ There have been plenty of peaks and valleys in Flit's history, according to B. J. Garbe, manager of Humble's specialty sales department who has worked with the product 33 years. They started with the insecticide's creation, in 1923, by Standard Oil Co. (New Jersey), whose own distributors at one point had 250 salesmen scouring the U.S. and a Flit share-of-market which reportedly exceeded 50% in the late 1920s. The product wrestled with its competition throughout the 1930s, but the advent of World War II and DDT put a crimp in the insecticide picture.

"All the advertisers of regular insecticide lost their identities," said Mr. Garbe. "Companies curtailed their advertising as the newcomer, DDT, took over. Soon, it got to be a price proposition, with manufacturers dropping their prices all over. The ensuing bite on profits virtually killed off ad allowances.

"You might say we rocked along through the 1940s, as Black Flag and Gulf Spray started to come in strong. Then the South—in a way —started to rise again. Progress there caused a resurgence of professional exterminators as new homes, restaurants and others created a demand.

■ "Then came Real Kill. It used a technique no one else had tried, a whole new concept. Instead of building distribution, then advertising, it advertised first—and offered its product at a much higher price. Real Kill tore through the South and Midwest like a ball of fire, sometimes running three newspaper ads a week. Sort of like Hadacol.

"But this stimulated the insecticide business. Everybody got on the ball. And there was the big switch to aerosol cans.

"Heck," he laughed, "half the people were buying them to squirt the bombs, then hope there were bugs when they got home."

The veteran Flit boss next touched on the entry of S. C. Johnson's Raid, and Hot Shot, that of American Snuff Co. "Meanwhile, we were working at a disadvantage. Flit was being sold through Esso Standard stations in the East—prior to the recent reorganization involving Humble—under the name of Esso Flit. Together with sales through Penola Oil Co., our subsidiary, that meant volume was confined only to our own operations."

■ In 1958, some changes were made. McCann-Erickson suggested that the "Quick, Henry, the Flit!" slogan get bounced in favor of "a more modern" concept. Henry, himself, also got the axe, and a new cry—"Flit did it!"—rang out. "Maybe I'm old fashioned," said Mr. Garbe, "but I was in favor of the old slogan. Now it looks as if Black Leaf definitely will revive it."

The recent three-year-old drive, via newspapers and the tv participations, was backed by a distribution pattern that dates back to 1956. Sales have been increasingly made through about 85 grocery, hardware, and drug broker organizations. But Humble's yen for insecticides apparently got washed out because "in this day and age, sales and administrative expenses on one product, especially when it has a six-month seasonal nature, get prohibitive."

Mr. Garbe estimated the overall volume of the household insecticide market to be about $80,000,000, but declined to say just how much Flit was carrying at present. He did mention, however, that "there's been a lot of free advertising and publicity on our name. You know," he said, "only last week I saw an editorial about Khrushchev—it was headlined, "Quick, Henry, the Flit!" =

Ward's Fresh-Whipt Tip Top Bread Bows in Chicago Ad Push

CHICAGO, Sept. 7—Ward Baking Co., New York, will launch a $1,000,000 campaign Sept. 14 to introduce its new Fresh-Whipt Tip Top bread in the Chicago market.

The new bread, produced by an electronically controlled whipping process "which virtually eliminates holes and streaks and delivers a super-smooth, uniform loaf," is packaged in a new plastic film, designed to keep bread fresher, longer than previous wrappers.

In addition to 400 spot announcements in a 12-week period over Chicago's four television stations, four-color page ads are scheduled in an eight-week period in the four Chicago dailies—the *Tribune*, *American*, *Sun-Times* and *Daily News*. Additional advertising is slated in the *Chicago Defender* and *Courier*, as well as in 11 suburban weeklies.

Other promotion planned includes a tennis exhibition Sept. 15 at Comiskey Park by Althea Gibson, women's tennis star, during which 6,000 loaves of Fresh-Whipt bread will be distributed; and golfing demonstrations by Miss Gibson at McCormick Place on Sept. 13, 14 and 15. A bread and jam eating contest will be held at McCormick Place Sept. 14 and loaves of the new bread will be distributed to commuters on the Burlington at 5 p.m. on Sept. 15.

Grey Advertising Agency, New York, is the agency. =

Adams Sets Campaign

In addition to continued participation on NBC's "Today" and "Jack Paar" shows, Adams Corp., Beloit, snack food manufacturer, has scheduled spots on "American Bandstand" and "The Magic Ranch," both on ABC. Adams will also broaden its advertising program to embrace its complete line of snacks. Previously, Adams concentrated its efforts primarily on promoting Korn Kurls. Zed R. Daniels Inc., Chicago, is the agency.

Shoe Account to Mendelsohn

Easy Walker Shoe Co., Philadelphia, maker of women's shoes, has appointed David J. Mendelsohn Advertising, New York, to handle its advertising.

FRESH-WHIPT—*Ward Baking Co., New York, will introduce its new "Fresh-Whipt" Tip Top bread in the Chicago market with this ad in the Tribune, American, Sun-Times and Daily News. Grey Advertising, New York, is the agency.*

Sun Oil Names Michener, Esty to Succeed EWRR

(Continued from Page 1)

heating oil billings at about $100,000.

The appointment of Michener Co., which billed $1,165,000 last year, is a surprise in view of the size of the other agencies which were finally interviewed and "scored" by Sun Oil executives.

The company decided to change agencies because it felt it needed an "existing small group" to come into the company and go to work immediately as an extension of the advertising department.

William Daub, in charge of advertising and promotion for the industrial division, told ADVERTISING AGE that the final selection of Michener was a difficult one because so many of the agencies had so much to offer "any advertiser."

■ Interviewing followed a questionnaire Sun Oil sent to a large group of area agencies. William Daub and William Schmitt, advertising director of the company, were among the group which selected the finalists.

"We intended bringing the list down to four finalists," said Mr. Daub, "but there were so many good agencies to select from we ended up interviewing eight."

The finalists, in addition to Michener Co., were Wermen & Schorr; Gray & Rogers; Aitkin-Kynett; Ullman Organization; McKinney Co.; Lewis & Gilman; and Arndt, Preston, Chapin, Lamb & Keen.

Each agency was given about an hour and a half to two hours to make its presentation and to answer questions.

The finalists, in addition to Michener Co., were Wermen & Schorr; Gray & Rogers; Aitkin-Kynett; Ullman Organization; McKinney Co.; Lewis & Gilman; and Arndt, Preston, Chapin, Lamb & Keen.

"All of the finalists were so even, we had some time selecting the winners," he said. "We felt Michener could do the best job immediately, and we were seeking a group of competent, compatible fellows to work with." =

Lindhult & Jones Is Name

Lindhult, Rockett & Jones, Haverford, Pa., has changed its name to Lindhult & Jones. Howard G. Rockett has retired from the agency.

Middle-Price Grocery Items Losing to Low, Premium-Price Wares: Rogers

Some Consumers Feel 'Value Bargains' Offset Price, NAWGA Is Told

HOT SPRINGS, VA., Sept. 7—The "middle ground" type of grocery product is losing favor to products which are either premium or low-price in appeals.

This is a trend among certain product groups, according to Curtis C. Rogers, of Market Research Corp. of America. In a talk before the National-American Wholesale Grocers' Assn. mid-year meeting, the market research authority cited margarine and cake mixes as among the groups in which there is growth at both price extremes and a decline in the middle.

"It seems that an either/or situation is shaping up in a growing number of product classes," Mr. Rogers said. "We see gains recorded by premium-price items offering top quality features, and we also see progress made by items whose appeal is simply low price. The middle ground is tending to shrink."

Mr. Rogers said the consumer is becoming more bargain-minded than ever about price and quality.

"She is a better judge of value, and can recognize instances when a product is a bargain because of its price, and instances when it is a bargain because its superior quality outweighs its higher price."

■ Confirming consumer price-mindedness, Mr. Rogers noted that deal merchandise purchasing is higher than a year ago and "deal volume" has increased in 25 of the 31 product classes in which there is sizable dealing.

He added: "Although there are some signs that price is becoming a stronger motivating factor, there is also a trend toward custom-designed products containing superior features of taste, quality, ingredients or convenience. These products, though generally premium-price, move very well. Apparently the families for whose needs they are designed feel that they represent a bargain, not of price but of value." =

O. C. Brown, Veteran 'Daily Oklahoman' Executive, Retires

OKLAHOMA CITY, Sept. 7—O. C. Brown, public relations director of Oklahoma Publishing Co., has retired.

O. C. Brown

Mr. Brown began his newspaper career in 1920, when he was office manager of the New York sales office of Scripps-Howard Newspapers. During that time he was also publisher of the *Sunny Sider*, a Long Island community newspaper, and co-owner of "American Campus," a nationally distributed college humor magazine. Later in the '20s, Mr. Brown booked musical talent for WRNY and WNYC, both in New York. In 1925 he became office manager and promotion manager of the *Fort Worth Press*.

In 1927, Mr. Brown moved to Oklahoma City and was named assistant business manager of the *Oklahoma News*. Then he became national advertising manager of the *New Mexico State Tribune*, Albuquerque. He later returned to the *Oklahoma News* as sales and promotion manager.

■ In 1930 he joined the *Oklahoman and Times*, published by Oklahoma Publishing Co., as head of the automotive and radio division of the national advertising department. He has since remained with the company.

In 1935 he was named ad manager of the two dailies and elected to the company board of directors. He has also been assistant secretary of the company. In 1955 he was appointed director of public relations.

Mr. Brown has announced no future plans. He resides in Oklahoma City and is associated with his son, O. C. Brown Jr., in uranium mining companies located in Colorado. =

Hall, Haerr Adds 2 Accounts

The Jefferson City, Mo., office of Hall, Haerr, Peterson & Harney has been named to handle advertising for the farm division of Century Engineering Corp., Cedar Rapids, maker of the Century line of farm sprayers and other equipment. Hall, Haerr also has been named to handle advertising for Ward Body Works, Conway, Ark., manufacturer of the Ward line of school bus bodies, effective Jan. 1, 1962, on space advertising and effective immediately for promotional advertising materials.

California Limits Savings & Loans' Giveaway Promotions

LOS ANGELES, Sept. 17—The California Savings & Loan Commission has clamped down on the use or advertising of giveaways—including merchandise and trading stamps—in attracting new accounts to the state's savings and loan associations.

In a memorandum issued this week by Commissioner Preston N. Silbaugh, the associations were advised that, effective Sept. 29, advertising of gifts or premiums will be forbidden, except for a 30-day period following openings of newly-formed companies.

Under the ruling, giveaways are defined as "merchandise or other things of value, or services performed in whole or part outside the premises of an association, furnished the recipient (new customer) as a gift or premium as a result of a drawing or contest or otherwise without adequate payment."

■ The commission further states that with the exception of coin banks or printed "educational or informational" material not exceeding $2.50 in value, no association shall refer in any of its ads to any giveaway, and no connection shall be made between giveaways and savings accounts. =

DCS&S Names O'Brien

Robert M. O'Brien, formerly with Batten, Barton, Durstine & Osborn, has been named a field account executive on the Jackson Brewing Co. account with Doherty, Clifford, Steers & Shenfield. He will be based in Dallas.

Allman Adds Fruehauf Ltd.

Fruehauf Trailer Co. of Canada, Dixie, Ont., has appointed Allman Co., Detroit, to handle its advertising. Allman has handled Fruehauf's U.S. advertising for the past 10 years. Foster Advertising is the former agency of record.

intermodulation

intermodulation

intermodulation

... engineers read about it first, in Electronic News

Mobile radio – the essential link between headquarters and police patrol cars – is especially vulnerable to attack by an animal called intermodulation.

Intermodulation is an electronics term that applies to interference by higher powered, neighboring channel broadcasts—a clear case of big fellows crowding the little fellow out.

Now, electronics engineers have come up with a dramatic solution. By using miniature tuning cavities instead of capacitor tuning, police mobile receivers can now deftly pluck a whisper from a chorus of overlapping chatter. Result: instructions come through loud and clear to help save a life on the brink, catch a criminal in the act.

Engineers read about this important advance in electronics miniaturization first in Electronic News. In fact they depend on Electronic News to get them all the news about electronics first. That's why they read Electronic News regularly.

THE BIG DIFFERENCE IS
NEWS

P.O. Bill Shaken Loose from House Committee; May Pass This Session

Compromise Bill Seeks Only Token Increases From Publishers, Mailers

WASHINGTON, Sept. 7—Intricate political maneuvering shook a postage rate increase bill loose from the House post office & civil service committee today, and a bipartisan drive was shaping up to rush it through Congress before adjournment.

The long deadlock on the postage rate controversy was broken with the adoption by a 14-5 vote of a compromise which seeks only token increases from publishers and bulk mailers. The bill reported by the committee (H.R. 9052) still raises an estimated $520,000,000 for the administration, of which $425,000,000 would come from a 1¢ increase on letters, cards and airmail.

Except for the first class and air mail increases, the version which cleared the committee has no resemblance to the drastic rate proposals submitted by Postmaster General J. Edward Day in April. Where the Postmaster General proposed to get $78,000,000, a 79% increase, from second class, the committee bill asks only $17,500,000. Instead of $212,000,000 from third class (up 40%), the committee bill would raise an amount estimated between $50,000,000 and $70,000,000 and at the same time retain the existing $25 per thousand rate on bulk mailings.

■ The committee's bill scraps the administration's plan for a 1½¢ per piece surcharge on each newspaper or magazine mailed at second class rates. Instead, it increases existing pound rates on reading and editorial content by 15% in three annual 5% stages, beginning Jan. 1, 1962.

Publishers had protested that the plan for a 1½¢ per piece surcharge was ruinous, involving 18¢ per subscriber per year for monthlies, 75¢ per subscriber for weeklies and $5.48 for dailies. While the committee balked at the 1½¢ surcharge, it agreed to increase the minimum charge on publications mailed at pound rates from the present ½¢ to 1¢ in two stages, by Jan. 1, 1963. Only very light pound rate publications are ordinarily subject to the minimum, however.

■ The new pound rates proposed in the bill increase the rate on reading portions from the present 2.5¢ to 2.88¢ in three years. Zone rates on advertising portion, now ranging from 3¢ per pound in the first two zones to 14¢ in the eighth zone, go to 3.45¢ in the first two zones and 16.1¢ in the eighth zone.

In addition to dropping the 1½¢ surcharge, the committee bill retains free-in-county delivery for small newspapers, and existing rates on reading and advertising portions of commercially published classroom publications.

In contrast to the original administration plan to run the piece rate in bulk third class up to $35 per thousand, the committee bill keeps the $25 per thousand rate which went into effect June 30, 1960. The minimum pound rate on bulk third class, which applies only to heavy individual pieces, is increased from the present 16¢ to 18¢. The rate for odd-size pieces goes from 3.5¢ to 4¢.

■ Most of the new third class revenue is expected to come from the 5¢ per piece rate (for 3 oz.) on individually mailed third class, up from the present rate of 3¢.

The bill creates a new "time value" category of bulk third class, which is to be handled for $30 per thousand. It preserves the right to send bulk mail on an unaddressed basis to all residents on rural routes, but it fixes a $30 per thousand rate for this service.

The pound rate on controlled circulation business publications is increased from 12¢ to 14¢ in the bill, and the pound rate for small catalogs, magazines and similar materials mailed as third class (a rate used by some publishers of controlled circulation magazines), is increased from 10¢ to 12¢.

Some of the most significant portions of the bill are in the so-called "policy" section. Under this section, the committee lists a number of postal operations which are to be regarded as public service, including some portion of the cost of rural delivery and small rural post offices. It specifies that the cost of the itemized operations are to be deducted from Post Office cost and regarded as public service. The allowance represents at least a minimum of 7.5% of total Post Office operating cost.

From the opening of committee hearings on the bill in late April, the drive for higher rates foundered on implacable opposition within the post office committee.

■ A compromise bill accepted by the department in July went a long way toward meeting the demands of mail users with respect to "public service" costs. But it continued to seek stiff increases from both second and third class.

Behind-the-scenes mediation of the problem went into high gear about two weeks ago, however, after the administration made three unsuccessful efforts to get its compromise bill out of the House committee.

Early this week there were reports that opposition to rate increase action now was divided. Some big publishers reportedly favored approval of the new compromise bill. Big mailers reportedly were withdrawing their opposition.

■ After the committee acted today, some of these reports were substantiated by Harry Maginnis, executive manager of Associated Third Class Mail Users, one of the organizations always most active in postage rate fights.

"Any rate bill is a blow to businesses which rely on the mail for their existence," Mr. Maginnis said. "And the increases in this bill are going to hurt. For example, the increases in first class will result in higher cost on all postage guaranteed reply cards and envelopes.

"However, we are very pleased with the new public service formula in this bill, which identifies at least $330,000,000 of Post Office cost as public service. And we are relieved that the piece rate for bulk third class will remain at $25 per 1,000.

■ Postmaster General Day publicly indicated his willingness today to settle for the bill that the House has reported. "While it is not our bill," he told a luncheon at the National Press Club, "it represents progress."

The Postmaster General said it is possible to make a good case for the compromise. On the surface, the publishers and bulk mailers may seem to be getting off easy, he said, but it is well to recall that over a 10-year period, second class has been increased by 83% and the bulk third class rate by 150%. Meanwhile, the first class rate is up only 33%. #

SOMETHING OR NOTHING—*This new ad for Wolfschmidt's vodka boasts that "Wolfschmidt vodka is something!"*

Wolfschmidt Ads Dig at Smirnoff's 'Breathless' Theme

NEW YORK, Sept. 7—Something of the Peugeot-vs.-Volkswagen ad approach has seeped into the new campaign for Wolfschmidt vodka, product of Seagram's General Wine & Spirits Co.

Handled by the Peugeot agency, Papert, Koenig, Lois, the latest ad smacks of the recent small-car catchline launched by the agency for Peugeot: "First you thought small. Now think a little bigger." On the same lines, Wolfschmidt now asks: "Do you want a vodka that's something? Or nothing?"

Featuring actress Tina Louise, the ad takes an unsubtle dig at a long time leader, Heublein Inc.'s Smirnoff, which rocketed to the top on the strength of the Lawrence C. Gumbinner line: "It leaves you breathless."

■ The new Wolfschmidt copy says: "If vodka has no taste, no nothing, what's left? Alcohol!" To drive the point home, the distiller's ad (in the company's own words) "contrasts the dazzling beauty of Miss Louise with a solid bloc of sheer white space in a four-color, full-page ad."

And the ad copy goes on: "But Wolfschmidt vodka is an art, not alcohol. It has the touch and taste that marks genuine old world vodka. It heightens, accents, evokes the best in every drink . . . and all that remains on your lips is a word . . . Wolfschmidt."

Sanford Greenwald, ad manager, added that "Wolfschmidt has a story that no appreciative vodka drinker can ignore. We believe more is called for in a brand of vodka than mere alcohol."

The ad is scheduled for September and November issues of *Life*, *Look* and *The New Yorker*, plus some newspapers in selected markets.

Heublein's comment was: "They obviously mean us. But we don't mind."

HEUBLEIN PLANS 3-1 STOCK SPLIT

HARTFORD, CONN., Sept. 8—Directors of Heublein Inc., Smirnoff vodka manufacturer which aims to push company sales to $500,000,000 "within 10 years," have recommended a three-for-one stock split. They also approved other changes involving recapitalization. Stockholders will vote on the proposal Oct. 19.

Among the proposals is one to increase the authorized common stock from 2,000,000 shares of $5 par to 10,000,000 of $1 par. Another is the provision of 500,000 shares of cumulative preferred stock to be used for acquisitions. Currently, however, no acquisitions are being "actively negotiated," according to John G. Martin, chairman. #

Dodge '62 Ads to Be 'Controversial, Gutsy,' Different

Copy, Artwork Will Be Separate in All Dodge Print Ads

DETROIT, Sept. 7—Dodge passenger car advertising during 1962 will be "controversial and gutsy," with a new approach to copy and art based on the lines of the '62 cars, according to W. D. Moore, division director of advertising.

Mr. Moore said today that the ad theme for the coming model year will be: "The new lean breed of Dodge." Ads have been designed, he explained, so that layout, text, art and a new type face will give the impression of a lean, masculine car.

First newspaper ads will break Sept. 28 in more than 3,000 newspapers. Mr. Moore described the newspaper schedule as the widest in Dodge history, with the biggest size ads.

■ The magazine announcement ad illustrates what is meant by Dodge's "total themeing" in its '62 ads, according to Mr. Moore. The ad features a four-color bleed spread surrounding four vertical half-page inserts. The color spread carries illustrations of four passenger cars and no copy at all, not even headlines. The insert pages, which alternate color and b&w, carry the product story.

The ad, which Dodge says is so new that it has no mechanical designation, will run Sept. 29 in *Life* and Oct. 7 in *The Saturday Evening Post*.

Mr. Moore said the same technique of independent copy and artwork will be carried through all Dodge print ads in 1962.

■ Every car used in Dodge's announcement ads, he explained, is photographed in natural surroundings—no houses, no country clubs, no stage sets, and no professional models. Where drivers are used, they are male drivers.

Mr. Moore explained that the use of the word "breed" in Dodge's ad copy is a gamble, because of the possible negative connotations. But all of the copy is short and terse, he explained, to give the feeling of leanness.

Most of Dodge's print ads will feature the full line of passenger cars, according to Mr. Moore—Lancer, Dart and Polara. But he added that the Polara, this year a bucket-seat sports car with a high performance engine, will get some additional plugs in a selected list of magazines.

■ Although the first 1962 ads will not break for two weeks, Dodge will work into its new model with a two-week tv teaser campaign beginning Sept. 14. The teasers will run on 265 tv stations in 97 major markets, using eight- and 10-second spots. Batten, Barton, Durstine & Osborn is the Dodge agency.

DODGE TRUCKS GET MARKETING BEEF UP

DETROIT, Sept. 7—Dodge division is beefing up its $200,000,000 truck operation with new advertising and sales personnel, new headquarters, engineering and production facilities, and a 10% increase in the advertising budget for the 1962 model year.

Philip N. Buckminster, Dodge division assistant general manager, indicated that Dodge truck advertising will concentrate more on trade publications aimed at specific groups of truck owners and operators. He also said Dodge will expand the preparation of advertising and promotion programs designed for local use by dealers.

■ Just last week, Dodge appointed a new marketing manager for Dodge trucks, David R. Crandell (AA, Sept. 4).

Dodge truck advertising now is split off from passenger car as the entire truck operation moves from the division's general office in Hamtramck, Mich., to the truck plant outside Detroit.

The division is planning to hire additional men for its expanding truck advertising department. Already, new sales personnel have been added in each of the 18 Dodge regions.

Batten, Barton, Durstine & Osborn handles Dodge truck advertising. #

Masonite to Feature 'Uncle Fletcher' in New Test Campaign

CHICAGO, Sept. 7—Masonite Corp. will employ "Uncle Fletcher" to help it sell the company's line of Royalcote, cherry-grain 16" wall panels.

A 13-week test campaign in newspapers, magazines and tv will be kicked off next week in Michigan. A total of 78 two-minute tv spots have been scheduled on WJIM-TV, Lansing, starting Sept. 13.

The first of a series of small space teaser ads will start appearing Sept. 19 in the *Grand Rapids Press*. On Sept. 21, the first of six half-page ads will run in the *Press*, with other ads slated to run during October and November in the same newspaper.

UNCLE FLETCHER—*Masonite Corp. will run teaser ads like this one for its Royalcote wall panels in the Sept. 19 issue of the Grand Rapids Press.*

■ In addition, three full-page insertions will appear in regional editions of *Life* which cover the Michigan area. The names and addresses of cooperating Michigan lumber dealers will appear in the magazine and the half-page newspaper ads. Buchen Advertising is the agency.

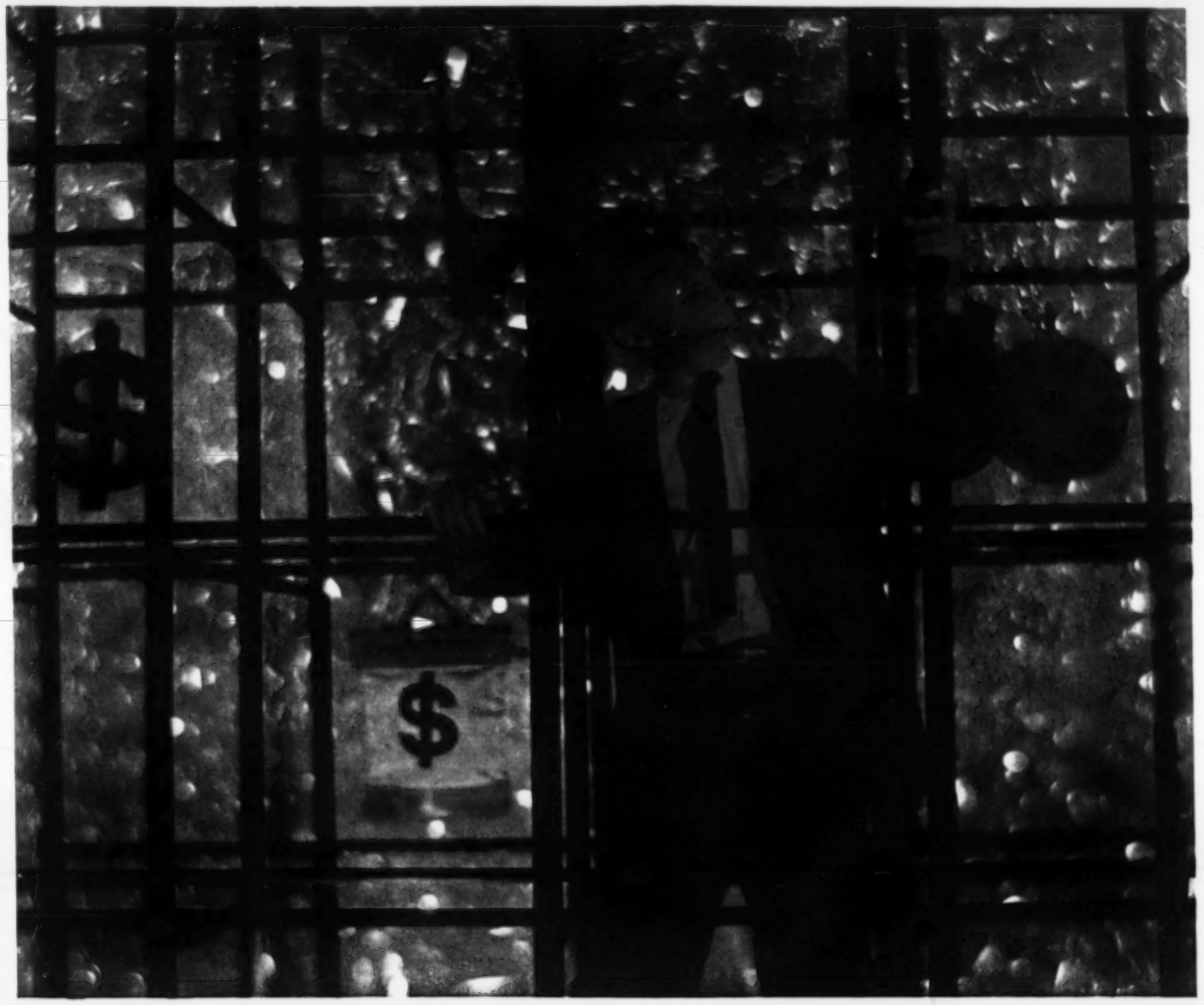
"Uncle Fletcher" is a cartoon character, whose quick transition from a frustrated thumb smasher to a jolly panelling expert is carefully documented in the ads. Johnny Coons, movie and tv actor, will portray "Uncle Fletcher" in some of the Masonite ads. #

'House Beautiful' Names Two

James L. Thompson, formerly national advertising manager of *Suburbia Today* and recently with *Puck—The Comic Weekly*, has joined the New York sales staff of *House Beautiful*. Bob Edwards, previously manager of advertising and sales promotion of the Westclox division of General Time Instrument Co., has joined *House Beautiful's* Chicago sales staff.

Miller Joins Ramsdell

George E. Miller, formerly with American Medical Assn., Chicago, has joined Lee Ramsdell & Co., Philadelphia, as a vp and member of the client contact staff. He will be headquartered in New York.



sales manager or design engineer?

READ 33 READERSHIP OF YOUR MESSAGE BY DESIGN ENGINEERS IS WHAT YOU WANT, AND GET IN MACHINE DESIGN.

He's a sales manager . . . accustomed to competitive pressure which puts on the "squeeze". To be successful he must keep ahead in *many* areas . . . selling, merchandising, packaging, pricing, market analysis . . . all the while chasing higher sales goals. Nor can the design engineer afford a one-track mind. He must design a better product, find a better component or material or finish, deliver more value at less cost . . . all the while fighting close production deadlines. To make the grade in either field demands keeping ahead in *all* areas. The design engineer does it by reading MACHINE DESIGN, the magazine that serves the *total* spectrum of his needs and problems. How do you?

A Penton Publication, Penton Building, Cleveland 13, Ohio

BPA NDP MACHINE DESIGN

MORE EDITORIAL AWARDS

MORE READERSHIP

MORE ADVERTISING PAGES

MORE READER RESPONSE

MORE EFFECTIVE CIRCULATION

MORE MARKETING AIDS

San Francisco Chronicle

LARGEST DAILY CIRCULATION IN NORTHERN CALIFORNIA

Rose-Martin Adds Mitsubishi

Mitsubishi International, exporter of Japanese footwear, has appointed Rose-Martin, New York, to handle advertising for a line of "high-fashion" sneakers which it will introduce in the U.S. this fall. The campaign will use four-color ads in magazines, color inserts in trade publications and a publicity program.

Vought Names O. E. Peters

Ollen E. Peters has been named director of sales promotion and advertising of Vought Industries, a subsidiary of Ling Temco Vought, Dallas. Mr. Peters was formerly sales promotion manager of Vought's marketing department.

Ellis Adds R & J Dick Co.

Ray Ellis Advertising, Chatham, N.J., has been named to handle advertising for R & J Dick Co., Totowa, N.J., manufacturer of power transmission equipment and specialty belting.

Be 'Dispassionate' About Ad Appeals, Prof. Demos Warns

CAMBRIDGE, MASS., Sept. 5—Be "dispassionate" when confronted by advertising appeals, Raphael Demos, Harvard University philosopher, warns in an article in the current issue of the "Radcliffe Quarterly." He is Alford professor of natural religion, moral philosophy and civil polity.

The article, which was originally given as the Radcliffe baccalaureate address last June 13, expresses Prof. Demos' misgivings about the role of advertising and the kind of society it creates (*see editorial on Page 18*):

"One other purpose is served by stating our text in the imperative mood, as a command: 'Come, let us reason.' As you go out into the larger world, you will not find it easy to be reasonable, when surrounded by the waves of passion and subjected to the dark and subtle pressures of the society in which you will live. You will be assailed by spell-binders and tempted by the magnetic voices of the demagogues and the fanatics. You may be unprepared for this encounter just because you have been protected while in college from such onslaughts. I have known young people to be so taken by surprise and so fascinated by the magical appeal to the unconscious in all of us, that they surrendered at once. Sophistication is equipped to meet sophistication; basically it is innocent, not ready to confront the insidious persuasions of irrational forces. The irrational element within and without is the black horse of the team of the mythical charioteer, i.e. of reason; and only by effort can reason keep the chariot steady and prevent the black horse from dragging it down.

"The black horse is encouraged, not only by political, but also by economic propaganda—I mean advertising. More and more, advertisers aim to manipulate us, to put our reason to sleep, and to awaken instead our unconscious motivations. In addition, they seem to say—and say falsely—that material possessions, comforts, luxuries add up to the good life. In becoming a society of consumers, we tend to become passive and self-indulgent; receiving rather than giving, consuming rather than creating. We are prosperous indeed, but the insistent and manifest demand of many people for literature which promises peace of mind is a symptom of spiritual sickness beneath the gleaming surface of our prosperity. You must therefore be aware that reason and reflection will not happen spontaneously in you, and they will meet resistance when they do happen; and you will have to struggle to reason and try with all your might to reflect dispassionately when you are blown about by the winds of unreason." #

Why settle for half?

YOU NEED ALL OF GEORGIA, TOO!

Do business with half a telephone? Obviously not. Reach all of booming Georgia with *one* newspaper buy? Equally impossible, for no one paper covers more than half of the state's population. But with two orders—Atlanta *and* the Georgia Group—you now can get effective coverage in the areas containing 85% of Georgia's people and 87% of its spendable income. You'll blanket a *must* market growing faster than the national average. The powerful Augusta, Columbus, Macon and Savannah newspapers average better than 50% coverage in a 90-county area stretching from Alabama to South Carolina—*a penetration that cannot be attained with any single newspaper.*

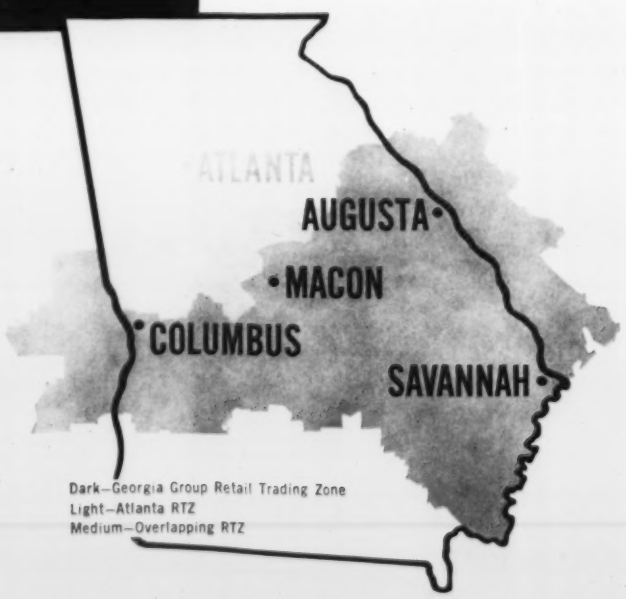
THE MAP TELLS THE STORY

Capture this vital missing half by using the Georgia Group. This highly efficient four-in-one package buy is yours with 1 order, 1 bill, 1 check—and up to 13% savings on 10,000 lines or more. Call the Branham man for details.

THE **Georgia Group**

AUGUSTA Chronicle and Herald — MACON Telegraph and News
COLUMBUS Ledger and Enquirer — SAVANNAH News and Press

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY



Dark—Georgia Group Retail Trading Zone
Light—Atlanta RTZ
Medium—Overlapping RTZ

Hendrickson Appointed

J. T. Hendrickson has joined *Buyers Purchasing Digest* as Middle Atlantic district manager, headquartering in Philadelphia. Mr. Hendrickson was formerly assistant media director of Beaumont, Heller & Sperling, Reading, Pa.

Turbomatic Names Brady

Brady Co., Minneapolis, has been named to handle advertising for Turbomatic, Minneapolis, manufacturer of water treating and conditioning equipment.

New Architectural Metals Group Eyes Ad, PR Activities

CHICAGO, Sept. 5—A new trade group has been formed to coordinate activities in the architectural metals field.

The group—representing nine specialized trade groups—is known as the Council of Architectural Metal Trade Associations.

Jack M. Roehm, president of the National Assn. of Architectural Metal Manufacturers, was named president of the new group, and William N. Wilson, executive secretary of NAAMM, was named secretary.

Other groups represented in the council, besides NAAMM, are the Sliding Glass Door & Window Institute, Aluminum Window Manufacturers Assn., Hollow Metal Door & Buck Assn., Steel Window Institute, Woven Wire Products Assn., National Ornamental Metal Manufacturers Assn., Aluminum Extruders Council and the Western Architectural Metal Manufacturers.

■ A meeting has been scheduled for next month at which the group will study means of coordinating advertising and publicity by the various groups. Other cooperative activities of the council will include research, market development, legislation and building codes, and publication of technical literature.

Mr. Roehm told an organizational meeting of the council that architectural metal products "are currently facing severe competition from other materials and it appears that the manufacturers of these materials have well organized, well financed associations, which are presently engaged in strong promotional programs.

"It is an eye-opening experience to thumb through the architectural magazines and note the advertisements published by 'competing' associations," he said.

"In order to meet the competition from these groups and expand the use of architectural metals, it seems obvious to me that those of us responsible for administering the affairs of our respective associations must find ways in which our associations can cooperate much more closely and effectively." #

Kosarin, Klepper to F&S&R

Norman Kosarin, formerly an art director with Altman-Stoller Advertising, has joined Fuller & Smith & Ross, New York, as an art director. Bernhard Klepper, formerly a copywriter with Cunningham & Walsh, has joined F&S&R as a tv-radio copywriter.

Shapiro Adds One Account

Alan M. Shapiro Advertising, Philadelphia, has been named to handle advertising, marketing, sales promotion and public relations for Chemionics Engineering Laboratories, Bala Cynwyd, Pa.

Stanley Joins Geyer, Morey

Mack Stanley, formerly an art director with Young & Rubicam, has been appointed art director of the special creative unit at Geyer, Morey, Madden & Ballard, New York.

Prakken Moves Offices

Prakken Publications, publisher of *School Shop and Education Digest*, has moved its offices to 416 Longshore Dr., Ann Arbor, Mich.

Monsanto Names Mueller

Frederick J. Mueller Jr. will join the advertising and sales promotion staff of the inorganic chemicals division of Monsanto Chemical Co., St. Louis, on Sept. 18. Mr. Mueller was formerly in the advertising department of Mallinckrodt Chemical Co., St. Louis.

Campbell Offers Refund

Campbell Soup Co., Camden, N.J., will use newspaper ads during September and October to promote its offer of a 50¢ refund for can tops from its line of frozen soups. Leo Burnett Co., Chicago, is the agency.

Knox Reeves Names Two

Dick Dillon, formerly with Webb Publishing Co., St. Paul, has been appointed to the print production department of Knox Reeves Advertising, Minneapolis. Ronald Thompson, who has been with Knox Reeves-Fitzgerald, New Orleans, has moved to the Minneapolis office as a media buyer.

Two to Carson/Roberts

Robert T. Crane, formerly with McCann-Erickson, and Ralph Jungheim, formerly with Gaynor & Ducas, have joined Carson/Roberts Advertising, Los Angeles, as an account executive and copywriter, respectively.

COLOR TV GETS ALL-STAR GOLF

Fore! This season the All-Star Golf tournament tees off on Color TV. The rush to Color is growing. Are you with it? Get the whole Color picture from: W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Plaza, New York 20, New York, Tel: CO 5-5900

There's no horsing around in Boston today

The new Boston is galloping ahead. Old traditions are being dumped. New things are popping up like daisies in the Public Garden — new buildings, new industries, new super highways, new suburbs. There's a tingling new excitement all around town.

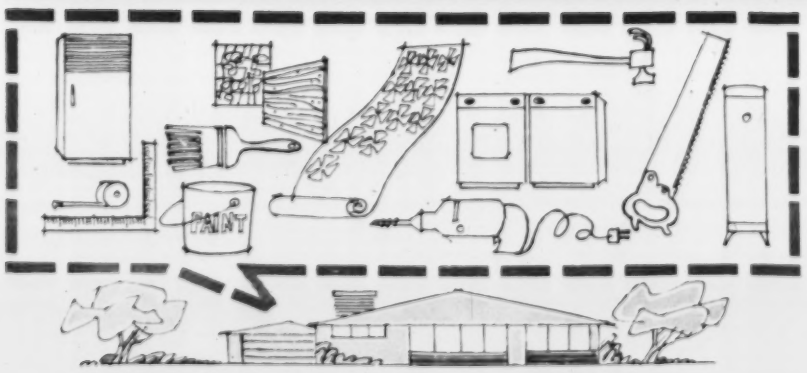
And with it all, comes a great, new No. 1 newspaper — The Boston Globe. The Globe has surged ahead with Boston's new boom to become first in every major classification of newspaper audience. For just one example, The Globe is home-delivered to 380,000 readers, a comfortable edge over Herald-Traveler figures and 2½ times the Record-American's.

These and other facts extremely favorable to The Globe are revealed in a new study of Boston Market newspaper audiences by Carl J. Nelson, in consultation with the Advertising Research Foundation. Available now is a brochure featuring survey highlights. It's called "The Buying Bostonians." For a copy, call your Million Market Man.

There's a new Boston and The Globe is its #1 paper

MORNING • EVENING • SUNDAY • A MILLION MARKET NEWSPAPER: NEW YORK, CHICAGO, DETROIT, LOS ANGELES, SAN FRANCISCO

SOME FOLKS JUST NEED
THE RIGHT INCENTIVE
TO PUT THEIR
HOUSE IN ORDER !



Another business building idea from

MEREDITH OF DES MOINES

. . . America's biggest publisher of ideas for today's living and tomorrow's plans

BH&G

will give solid support to the contest

- through announcement in the January, 1962 and succeeding issues, plus a major editorial series of articles on remodeling, repairing and maintenance.
- through BH&G Idea Centers, building material and appliance dealers, utility companies, department stores, etc., who may tie in several ways. Plus dealer promotion kits and newsletters.

IF YOU'RE IN THE HOME IMPROVEMENT BUSINESS THIS WILL IMPROVE BUSINESS FOR YOU!

BETTER HOMES AND GARDENS

1962 HOME IMPROVEMENT CONTEST

$30,000.00
IN CASH PRIZES FOR HOME OWNERS

☆

111 WINNERS

★ ★ ★ ★ ★

4 DIVISIONS

★ ★ ★ ★ ★

1 EXTERIORS
2 INTERIORS
3 ADDITIONS
4 KITCHEN UTILITY AREA

A CONTEST WITH PROVEN SUCCESS FOR BOTH MANUFACTURERS AND DEALERS!

Better Homes and Gardens 1956 Home Improvement Contest demonstrated BH&G's ability to promote *successfully* a nation-wide, industry-wide home improvement program. It gave manufacturers, distributors and dealers a valuable vehicle with which to sell more merchandise to America's home-owning families.

Many advertisers tied-in with the contest, 87 offering 1,976 corollary prizes, 164 sending brand literature to the *135,000* entrants who ordered *375,000* pieces of literature through BH&G. And many cross-referenced the contest in their BH&G advertisjng.

The New 1962 Home Improvement Contest is designed to:

1. Greatly stimulate remodeling, decorating and home maintenance projects.
2. Increase home improvement business at the consumer level through BH&G Idea Centers and other participating dealers.
3. Provide a hard-hitting promotion vehicle to help BH&G advertisers cash in on the huge Home Improvement market.

THESE FACTS POINT TO A GREAT FUTURE FOR THE HOME IMPROVEMENT MARKET

- The Bureau of Census estimates that in 1960 owners of single-family structures spent $7.9 billion on remodeling.
- 8 out of 10 new home owners plan to make some interior or exterior improvement in the next 12 months.*
- A new housing bill provides federally insured home improvement loans up to $10,000 to make repairs, improvements or additions at a maximum interest rate of 6%.

Source: BH&G's "Report on Today's New-Home Market"

Quick facts about the contest

1. Timing: January 1, 1962 through December 31, 1962.
2. Prizes, ruling and judging are designed so that amount of money devoted to a remodeling project, professional or "handyman" labor, or type of project will not be a biasing factor. All entries have an equal chance to win.
3. Preliminary Entry Form will appear in January, 1962 issue, in following issues, and in dealers' stores.
4. Prizes: 96 qualifying winners for a total of $9,600; 12 division winners totaling $6,000; Best-Of-Contest 1st Prize, $9;400; 2nd Prize, $3,500; 3rd Prize, $1,500; (First Prize winner, therefore, will win $10,000).

A year-round advertising-sales opportunity for you!

31% of all preliminary 1956 entrants came from the January issue. The impact on our readers of not only the January, but *all* 1962 issues, makes the contest of vital importance to home improvement manufacturers.

Better Homes and Gardens has powerful and practical ways in which manufacturers can make the most of this contest through merchandising and promotion. This is a remarkable, *year-round* opportunity for you to tie in with a proven contest to help you move more merchandise than ever before!

See your BH&G representative *now* for all the facts about the New 1962 Home Improvement Contest.

The Editorial Viewpoint . . .

Change Course, 180 Degrees

Last week we reported that Liggett & Myers Tobacco Co. had consolidated its account at J. Walter Thompson Co. In the same issue, we reported that Brown & Williamson had added another agency, Compton Advertising. A week earlier we reported that Coca-Cola's Minute Maid division had moved its account to McCann-Erickson, which handles Coca-Cola, sending Snow Crop juices to McCann-Marschalk.

In almost any week we will report a company which has concentrated its expenditure in one medium changing the relative weight of its media allocations. Two weeks ago Armour was shifting from broadcast and outdoor into print media, primarily newspapers. Last week we reported Shell Oil's testing of media in various combinations, after an unusually heavy and total commitment to newspapers earlier in the year.

The point of all this seems to be that there is no royal road to advertising success. For one company it may be advisable to handle all its advertising through a single agency. For another company, a multi-agency setup has proved successful. For one company, a total shift in media emphasis makes sense; across the street its competitor is weighing a decision which is precisely the opposite.

What Mr. Demos Is Missing

Elsewhere in this issue we report the misgivings expressed by Raphael Demos, Harvard's renowned teacher of philosophy, about the irrational appeals of advertisers and about the kind of "good life" which the advertisers are trying to promote.

There are at least three things to be said about Mr. Demos' criticisms. In the first place, most advertisers aren't trying to appeal to the irrational. There's isn't much evidence that irrational appeals are successful, and most advertisers would indignantly reject the notion that they resort to any such nonsense.

Also, we suspect, many an advertiser can only wish wryly that advertising were anywhere near as effective as some of its critics seem to think it is. It is ironic that advertising's critics, viewing advertising at a distance, see it as virtually omnipotent, while the advertiser, whose money, time and effort are tied up in advertising, is far more aware of its deficiencies.

Second, it seems probable that for many people material possessions and the good life are inseparable, because most of their life has been spent in trying to acquire those possessions for themselves and their families. It is not likely that people who have worked long and hard to acquire these symbols of individual progress will regard them lightly. The story of most Americans—and a thrilling story it is—is the story of a rise in economic and social circumstances. It is only possible in a mobile and loosely structured society, and it usually involves unusual acumen and hard work.

In fact, it's probable that in the audience of Radcliffe girls were many whose parents would have been quite astonished had they been told 22 years before that they would be able to send their new daughters to college. Nor should it escape Mr. Demos' attention that for these parents a college education for their daughters was part of the good life, a part he certainly would acknowledge.

Finally, this country is probably closer to a one-class society than it has been since the earliest colonial times. It is primarily a middle class society—and a middle class society—as de Tocqueville saw so clearly so long ago—is a society to which creature comforts are important. And that means important to all its members, including most philosophers.

Passing of a Pioneer

Louis R. Wasey's death was reported in AA last week. His career, told in his own words in an exciting interview in 1956, is a capsule history of the rise of the agency business. In one respect, Mr. Wasey was atypical. He was a constant investor in the enterprises he advertised, and he owned or controlled many of the companies for which Erwin, Wasey & Co. was the agency.

One cannot read of Mr. Wasey's recollections of an earlier day in advertising without a nostalgic twinge. His basic approach was to find a company with a good product that was unadvertised, and then to build sales with advertising. It was a time in American business when agency men were calling on smokestacks, walking into plants which had never done any advertising, and selling them the principle of advertising with missionary zeal. And, of course, the growth of the advertising business would have been impossible without them.

He had both vision and humor—vision to move into his own agency ("I wanted my own business, run along my own lines"), to launch an office in England 42 years ago, to share his business with his associates, at a time when this was uncommon; and humor enough to enjoy retelling the circumstances in which the ubiquitous agency vice-president was created, when A. D. Lasker created four new vps a half-hour after Mr. Wasey told him that it would help in getting new business.

Gladys the beautiful receptionist

—Annette Lawrence, Newark Star-Ledger, Newark, N. J.

"All those admen writing in about our clothes . . . what do they want, dry wit or Bonwit?"

What They're Saying . . .

Bring Back the Billboards

One of the cigaret companies used to contend that "nature in the raw is seldom mild." They may have been right at the time, but they would be wrong today. That grand invention, the parkway/freeway/turnpike, which usually is free of billboards, people and other diversions, has proved that nature in the raw is *often* mild and, in overdoses, a bore.

Driving from New York City to Atlantic City, for example, one gets on the Garden State Parkway in the vicinity of the Amboys. Up to that point the roadside, a jungle of chemical plants and tank farms, has had a sort of horrid fascination. But for the next 70 miles the parkway coils and glides through a mesmerically identical succession of gentle meadows and gentle fields.

Driving down from Minneapolis to Chicago, the experience is the same. There is no dramatic variance in the landscape to engage the mind; the car rolls forward, 60 miles every 60 minutes, the view broken only by the motorist's glazing eye.

One of our writers, touring Europe, was struck by the *identification* the lesser roads supply—France looks like France, Italy like Italy, etc. Then, heading for London from the Midlands, he got on the mighty new M-1 throughway. "I thought I was in New Jersey," he said.

We do not favor obscuring an Alp or a Grand Canyon with a billboard boosting a motel, nor are we admirers of litter. But we do say, and we would not love nature half so much, loved we not alertness (i.e., living) more, that a lot of foliage loses by overexposure and that a certain amount of roadside raucousness keeps motorists awake. It also lets them know where they are, like what country, dad.

—From Sports Illustrated, Sept. 4.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. G. D. CRAIN JR., president and publisher. S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS, vice-presidents. C. B. GROOMES, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 806 New Center Bldg., Detroit 2 (TR 3-7211); 8217 Beverly Blvd., Los Angeles (Olive 1-3710).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. John Crichton, editor. Jarlath J. Graham, managing editor. Don Morris, assistant managing editor.
Senior Editors: Washington—Stanley E. Cohen. New York—James V. O'Gara (in charge), Maurine Christopher (broadcast), Milton Moskowitz (international). Chicago—Emily C. Hall (features), Merle Kingman.
Associates: New York—Lawrence Bernard, Phyllis Johnson, Ramona Beebles, Frank Sinclair, Kanee E. Crain. Chicago—Albert Stephanides, Shirley Ullman, Emmett Curme, Lawrence E. Doherty, Cynthia Eaton, Helen Barnett. Detroit—Hugh C. Quinn. Los Angeles—Denis Higgins.
F. J. Fanning, editorial production. Elisabeth C. Graham, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. Gordon D. Lewis, manager sales and service; John B. Carlson, assistant manager; R. W. Kraft, production manager. New York: Harry Hoole, eastern advertising manager; John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston, Don Walsh. Chicago: E. S. Mansfield, Arthur E. Meris, Rod H. Minchin, David J. Bailey, Murray Packard. Los Angeles: Richard E. McCarty, Western Advertising Manager, 8217 Beverly Blvd., OLive 1-3710. San Francisco: Wm. Blair Smith, 22 Battery St., YUkon 1-1299. Portland, Ore.: (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) Frank J. McHugh Jr. Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) Thomas A. Knowles. London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Rough Proofs

"During the first six months of 1961 *Sports Illustrated* ranked first among all magazines in deodorant advertising."

Any questions?

•

The New York Stock Exchange has allocated $283,000 for a special campaign in women's magazines, the story says.

Sounds reasonable—the gals either have it or will soon get it.

•

"Mom would rather buy cold remedy than pay for prescription," reports a news story.

Reason is mom knows her doctor would accompany the prescription with the impossible advice, "Stay in bed for a few days."

•

Financial note: A stock broker who quit smoking and sold tobacco stocks short when the cigaret health scare started has now resumed smoking and started buying R. J. Reynolds.

•

Unlike the much wanted 5¢ cigar, General Tire has made it plain in its advertising that what this country needs is decidedly not the $10 bargain automobile tire.

•

"Who says television is better than radio?" Station WOWO demands to know.

Its contention is that in Ft. Wayne at least radio is to be considered the sound medium.

•

"Nine Argus execs offered to dealers in display contest."

This sounds superficially attractive, but shouldn't those big-time executives have some retail selling credentials?

•

Referring to a school playground shot, the *Minneapolis Star* and *Tribune* ask, "Which one of these girls will become President?"

Jacqueline may show them how easy it would be to do it.

•

ABC Television illustrates its trend story with illustrations of the back of the head of a gentleman gradually losing his hair.

What ever became of Herpicide's "Going, going, gone"?

•

A Philadelphia company looking for an advertising man describes itself as "an equal opportunity employer."

In today's context this means everybody has the same chance regardless of race, color or previous condition of business servitude.

•

"Senators threaten new legislation as Publicker buys radio for liquor."

The industry and the broadcasters disapprove, but somehow the ads get on the air.

•

George C. Rouse urges bankers to be as friendly as the ads say they are.

In a word, as friendly as friendly Bob Adams, the small-loans man.

COPY CUB.

The Washington Post publishes more retail grocery advertising than any other Washington newspaper and more general grocery advertising than both other papers combined.

Media Records, 1st 7 months, 1961

The Washington Post

U. S., Britain Prepare To Act Without France In Bid for Berlin Talk

FIRST IN WASHINGTON
IN CIRCULATION
IN ADVERTISING
IN AWARDS

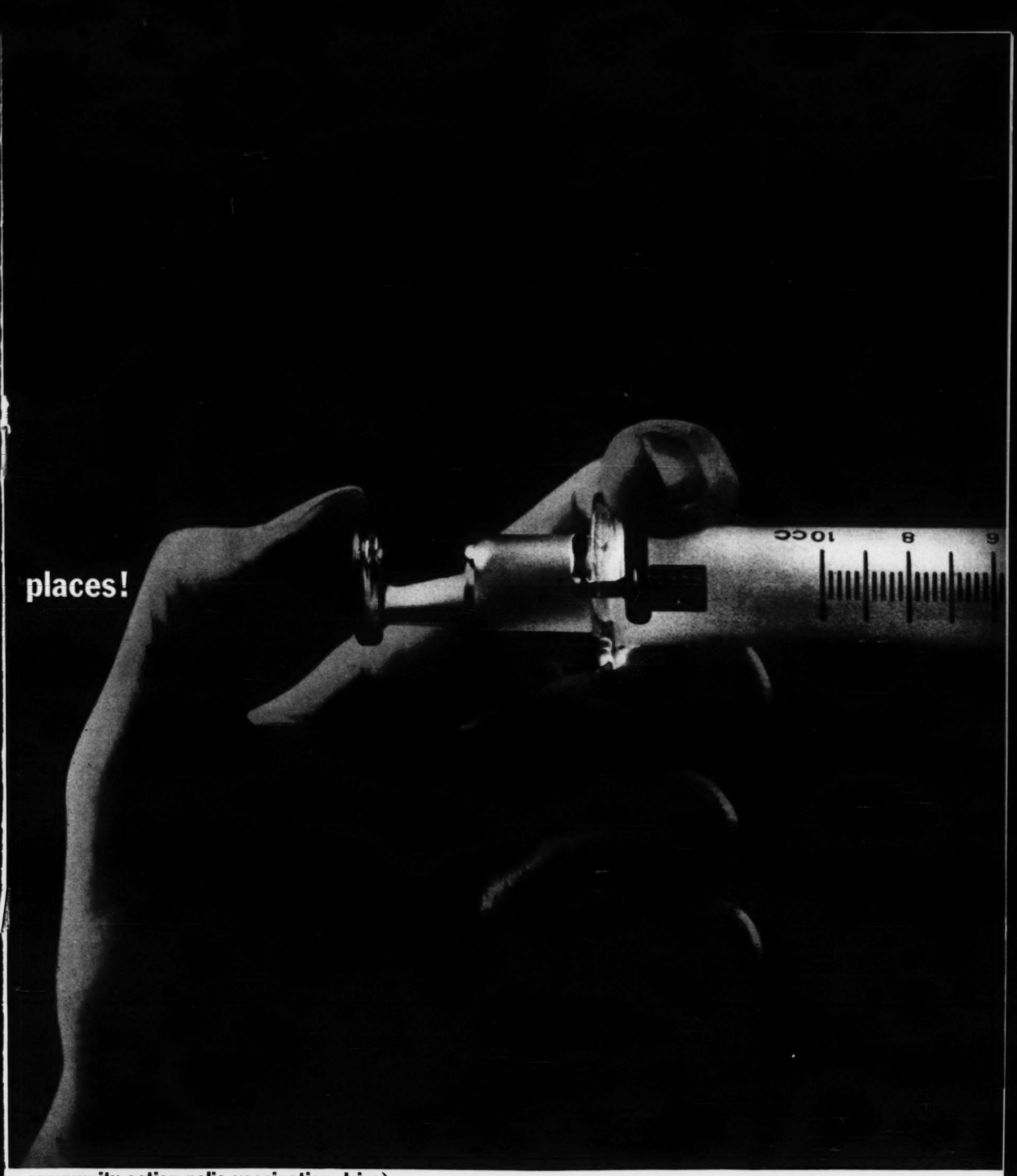
Member Newspaper Color Advertising, Inc.
Continuity Rates Apply to Both Color and Black and White.

Represented by: Sawyer, Ferguson, Walker—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd.—London; Senor G. Enriquez Simoni—Mexico City; Allin Assoc.—Toronto & Montreal; Hal Winter Co., Florida Hotel & Resorts, Miami Beach; Tom McGill, New England Hotel & Resorts, W. Roxbury, Mass.; Lou Robbins, N. Y. & N. J. Hotel & Resorts, 1265 B'way, N. Y.; Grant Webb Co., Fin. Adv.—N. Y., Chic., San. Fran., Los Angeles, Seattle, Boston, Phila.; C. E. Starck, Pocono Hotel & Resorts, 86 E. Beverly Pkwy., Valley Stream, N. Y.; Puck, The Comic Weekly; Member, Metropolitan Sunday Newspapers, Inc.

they felt the needle in 6

(all 6 ABC owned radio stations started a

ABC acts to produce action! Every month a major public service effort on ABC owned radio stations reaches out to six of the nation's largest metropolitan areas—New York, Chicago, Pittsburgh, Detroit, Los Angeles and San Francisco. Each month a new stimulus to community action springs from each city's most stimulating station. Recently a polio vaccination campaign on ABC stations was spearheaded by appeals from such "local" talent as Eleanor Roosevelt and Henry Fonda in New York, John Wayne and Red Buttons in Los Angeles, Pie Traynor and David MacDonald in Pittsburgh. The



community action polio-vaccination drive)

result: action! The anti-polio drive is just the beginning. Month after month these public service projects will reach ever-larger audiences in six of the nation's largest markets. This is the kind of living radio that produces community action. This is the kind of living radio that produces action for the sponsor who knows where to find it—on ABC owned radio stations!

ABC OWNED RADIO STATIONS

WABC NEW YORK **WLS** CHICAGO **KGO** SAN FRANCISCO
KQV PITTSBURGH **WXYZ** DETROIT **KABC** LOS ANGELES

Two Join Batten, Barton

Frank Slattery has joined Batten, Barton, Durstine & Osborn, San Francisco, as a copywriter and Marce Sanders, formerly with Guild, Bascom & Bonfigli, has joined the media department as a time buyer. Mr. Slattery was formerly with the *Palo Alto Times, Redwood City Tribune* and *Burlingame Advance Star.*

WIN THE NEVADARAMA SILVER MINE

Walther Adds ChemTrac

ChemTrac Corp., Cambridge, Mass., a jointly owned subsidiary of Controls for Radiation Inc. and Baird-Atomic, has appointed F. P. Walther & Associates, Boston and New York, as its advertising agency. ChemTrac supplies certified tracer chemicals for the chemical, biological and nuclear industries.

Johnson Joins Olian

Ken Johnson has joined Olian & Bronner, Chicago, as a copywriter. Mr. Johnson was formerly sales promotion manager at Transco Envelope Co.

Dun & Bradstreet Merger With R. H. Donnelley O.K.'d

Stockholders of Dun & Bradstreet and Reuben H. Donnelley Corp. have approved the merger of the two companies.

Under the terms of the merger, the business of the Donnelley company will be continued under the Donnelley name at the same locations, with the same personnel, the same policies and the same management.

LET'S FACE IT.... by Volpe

*This famous American statesman was the first man ever to endow the office of Vice President of the United States with authority, leadership and stature. Who is he?

THIS PICTURE REVEALS A LEADER OF STATURE

The Herald-Express is not only the largest evening newspaper in Western America, but it is now the second largest daily — morning or evening — in the nation's second largest market. The 378,613 Herald-Express families represent a market larger than San Francisco, Sacramento and San Bernardino combined!

NOW NO. 2 DAILY NEWSPAPER IN AMERICA'S NO. 2 MARKET

378,613

NET PAID CIRCULATION

SOURCES: Publisher's Statements for 6 mos. ended March 31, 1961
Sales Management Survey of Buying Power, Copr. 1961

Los Angeles Evening
HERALD-EXPRESS
Largest Evening Newspaper in the West
REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.

stanley blacker

NEW FORMAT—*Stanley Blacker Inc. switches to the overstated brand name and the understated product in its fall campaign, starting with this color page in the Aug. 27 New York Times Magazine and September issues of Gentlemen's Quarterly and Show Business Illustrated.*

New Blacker Ad Drive Emphasizes Label Recognition

NEW YORK, Sept. 5—Stanley Blacker Inc., sports coat manufacturer, this fall will abandon the color wash illustrations it has used for five years, in favor of ads dominated by the company name.

In the past, drawings of the product took up about 90% of the layout; now most of the space is taken up by the company name. The only sports coat in sight will be worn by a small figure scrambling across the letters.

This new format, the company says, recognizes the fact that the company has to sell not just a few advertised items, but an entire collection, consisting of both advertised and unadvertised items. The best way to do this: Exploit label recognition, rather than just a single style.

The campaign will consist of color pages running in *Gentlemen's Quarterly, New York Times Magazine, The New Yorker, Playboy* and *Show Business Illustrated.*

Edward M. Myers Associates is the agency. #

Radio Bureau Moves; Wants Own Building

Radio Advertising Bureau, New York, will move to new headquarters at 655 Madison Ave., New York, in mid-September. This will consolidate the two New York offices previously located at 460 Park Ave. and 120 E. 56th St.

Kevin Sweeney, president of RAB, indicated that the leasing of new quarters would not end the bureau's search for a building of its own. That search, he said, is continuing under the direction of the finance committee headed by Harold Krelstein of the Plough Stations, Memphis.

Young Names LaBruzzo, Adds KXYZ, WWOM

Peter S. LaBruzzo, formerly with WJJD, Chicago, had joined the sales staff of Adam Young Inc., Chicago, radio station representative. At the same time, Adam Young, New York, has been named national representative for KXYZ, Houston, and WWOM, New Orleans. KXYZ was formerly handled by H-R Representatives and WWOM was formerly handled by Gill-Perna and Stuart Co. in the Southwest.

Mutual Boosts Berger

Herbert Berger has been appointed general manager of Mutual Multigraphing Co., Denver. Mr. Berger has been with Mutual since 1953.

Mills Moves to New Offices

Mills & Co., Hollywood, has moved its executive offices to 4313 Hollywood Blvd.

LOOK ANNUAL CIRCULATION	
1944	1,902,383
1945	2,008,924
1946	2,358,978
1947	2,687,558
1948	2,909,218
1949	3,079,073
1950	3,172,943
1951	3,227,161
1952	3,276,772
1953	3,553,419
1954	3,869,939
1955	4,071,015
1956	4,195,075
1957	5,195,710
1958	5,662,982
1959	5,785,804
1960	6,258,983
1961	6,611,681*

LOOK

NEW GUARANTEE
7,000,000

Effective with the issue of March 13, 1962, LOOK will guarantee to advertisers an average net paid circulation of 7,000,000. The current guarantee is 6,500,000. Current-issue circulation exceeds 6,800,000. LOOK will pass 7,000,000 in circulation with the issue of Nov. 7, 1961, and will deliver a bonus of more than half a million copies through next February. The new guarantee reflects the reader demand that has resulted in a circulation gain for LOOK *every* year since 1944. This record – unmatched by any other major magazine in America – is a mark of LOOK leadership.

Annual circulation figures based on ABC audited circulation through June 30, 1960; Publisher's statement as filed with ABC for 6 months ending Dec. 31, 1960.
**First 6 months 1961 per publisher's statement filed with ABC.*

Christian Life Names McCabe

John B. McCabe has joined Christian Life Publications, Chicago, as advertising director. Mr. McCabe, formerly in the advertising sales department of Hitchcock Publishing Co., will supervise the advertising sales activity of *Christian Life* and *Christian Bookseller*.

Einhart Adds Three Accounts

George Einhart & Associates, Charlotte, N.C., has been appointed to handle advertising for Pyramid Life Insurance Co., Charlotte; Trimble Products, Southern Pines, manufacturer of baby furniture; and White Packing Co., Salisbury, all of North Carolina.

Brown, Bigelow Names Prestrud

Earl W. Prestrud has been named manager of the newly-created new product development department of Brown & Bigelow, St. Paul, maker of advertising specialties. He had been in the sales promotion department.

IT CAN BE DONE .....AT CHASE MANHATTAN!

You can get "Same Day" Personal Loan Service for any worthwhile purpose when you bank at Chase Manhattan. You simply apply for the loan in the morning and, upon approval, you pick up your check in the afternoon or we will credit the proceeds to your account.

You can get full interest on savings. In a Chase Manhattan savings account your money earns full interest from the day of deposit to the day of withdrawal as long as there's a balance in the account at the end of the quarter. Your dreams come true quicker if you save on a regular basis.

You can get no-minimum-balance checking. In a Chase Manhattan special checking account you need keep no minimum balance on deposit, only enough to cover the checks you write. This helps you manage your money matters conveniently and efficiently.

* * * * *

When it comes to meeting any of your banking needs, we are anxious to prove that YOU HAVE A FRIEND AT CHASE MANHATTAN!

THE CHASE MANHATTAN BANK

Member Federal Deposit Insurance Corporation

SAME DAY—*The Chase Manhattan Bank, New York, will run a series of ads in more than 30 community newspapers during September and October featuring its services. Joseph F. Callo Inc. is the agency.*

Beecher Joins Foote, Cone as VP, Account Supervisor

George N. Beecher has joined Foote, Cone & Belding as a vp and account supervisor on the Perkins—S.O.S. division of General Foods Corp.

George N. Beecher

Mr. Beecher, formerly vp and account supervisor on the Best Foods division of Corn Products Co. at Dancer - Fitzgerald - Sample, will be located in Foote, Cone's Chicago office until the account transfers to the agency's New York office next year (AA, Aug. 14). Other personnel involved in the account transfer will be announced later. Prior to joining DFS, Mr. Beecher was with Kenyon & Eckhardt, as vp and account supervisor on the Borden's Instant coffee account.

Garner Elected Club Head

Gene Garner, advertising manager of Otis Engineering Corp., Dallas, has been elected president of the North Texas chapter of the Assn. of Industrial Advertisers. Other new officers include Reuben Erickson, Gulf Printing Co., 1st vp; Robert Surrey, Johnston Printing Co., 2nd vp; Bob Wood, McGraw-Hill Publishing Co., secretary; and Howard Smith, Rogers & Smith Advertising, treasurer.

William Lauer Appointed

William L. Lauer, formerly with the Katz Agency in Detroit, has been named manager of the Detroit national sales office of WNEW, New York. He replaces David C. Croninger, who will be reassigned to other duties within Metropolitan Broadcasting Corp.

NEW SALES LEVERAGE FOR YOUR PRODUCTS!

PERSUASION POWER*

Generated by the fact that your ad message in Today's Health is SEEN...SEEN OFTEN...BELIEVED!

Research reveals—compared to other general magazines—Today's Health is more consistently and repeatedly read. (65.4% of subscribers read all 12 issues. Each issue read an average of 3 times.) And it's believed! (66.5% place more belief in T.H. Only 1.8% regard other magazines more believable.)

What's more, products gain unique stature. (57% indicate higher regard for a product when seen in T.H. than when seen in other magazines.)

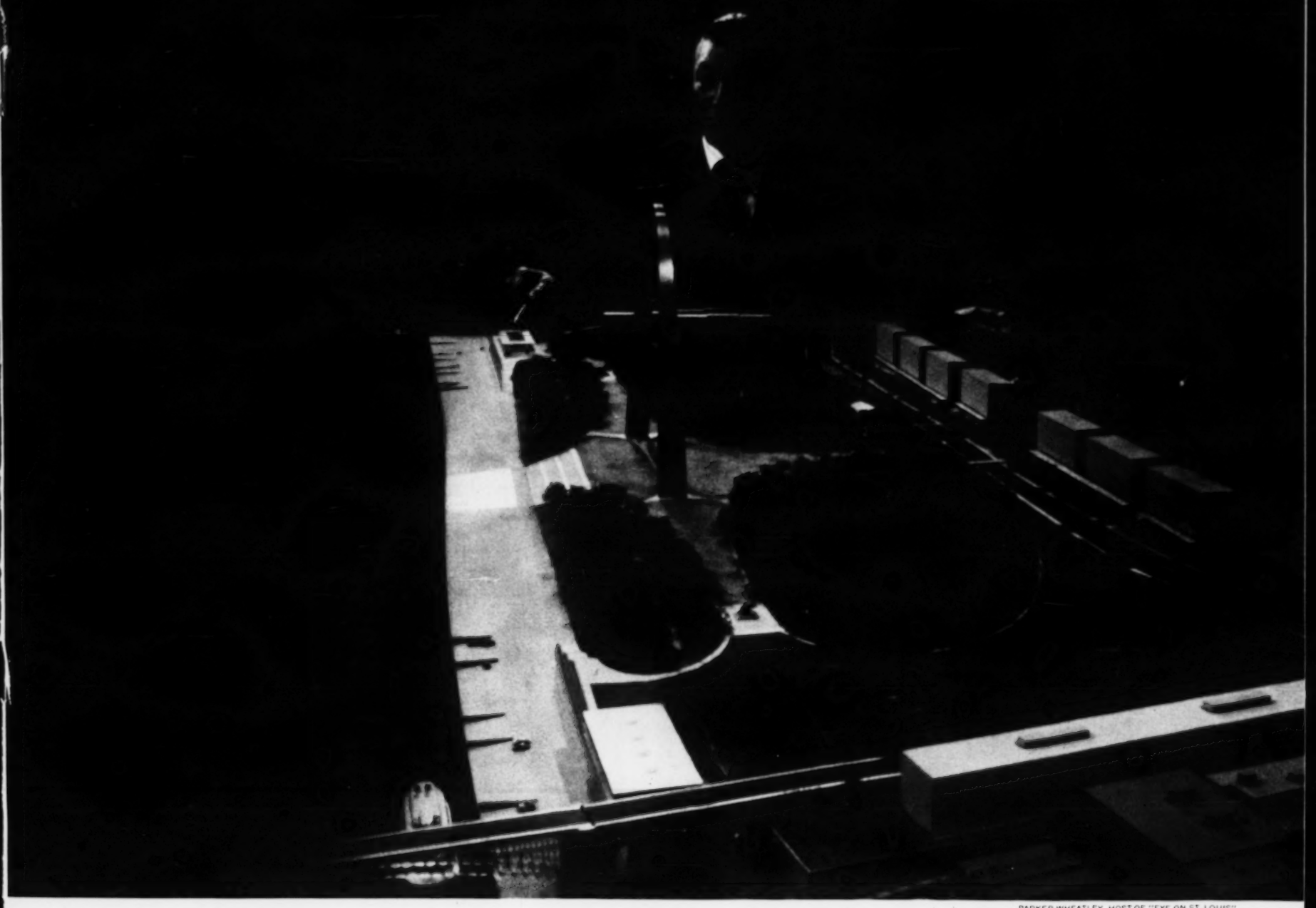
Put this exclusive force behind your product—acting on 815,000 paid subscribers, plus a bonus circulation of 1.5 million verified reception room readers.

* *Unequaled ability to move people to action*

Monte Brown
535 N. Dearborn St., Chicago, Ill., WH 4-1500
Charles Lauer
475 Fifth Avenue, New York, 17, N.Y., OR 9-9383
Whaley-Simpson Co.
6608 Selma Ave., Los Angeles 28, Calif., HO 3-7157
700 Montgomery Bldg., San Francisco 11, Calif., SU 1-4583

Today's Health
PUBLISHED BY THE American Medical Association

unique!



PARKER WHEATLEY, HOST OF "EYE ON ST. LOUIS"

"Eye on St. Louis" concerns itself with what's unusual, interesting and important locally—such as the 630-foot Saarinen arch being constructed on the riverfront—and has itself become unique in the process. For "Eye on St. Louis" (fully sponsored for three years) commands an average rating of 17.1—higher than the ratings of 95% of all prime-time programs, local or network, on the other three stations. This popularity, remarkable for a serious public affairs program telecast nightly (10:15 Monday-Friday), aptly demonstrates what happens when a television station has close rapport with its audience and a deep-grained understanding of local community needs and tastes. Such a station is CBS Owned KMOX-TV, first with audiences in St. Louis in every Nielsen report for more than three years. **KMOX-TV**

CHANNEL 4, ST. LOUIS

LOOKING AHEAD?

If you're raising your sights in 61, draw a bead on the premium men's market of nearly 1,300,000 Elks.

* *Starch Consumer Magazine Report 1961*

Advertising to Elks is good business in any economic weather because they're affluent, acquisitive buyers—quick to react. Over ⅓ are business owners or officials—over 1/6 are professional men . . . a consistently ideal market for heavy expenditures on business equipment and supplies, travel, clothing, photographic equipment, home improvements, appliances, luxury items, services. With their high median income of $8,709*, Elk households own and replace just about everything at a record rate*. You reach, influence and sell them best in their own specialized publication ELK's MAGAZINE—the only medium designed to exclusively serve the dynamic Elks market!

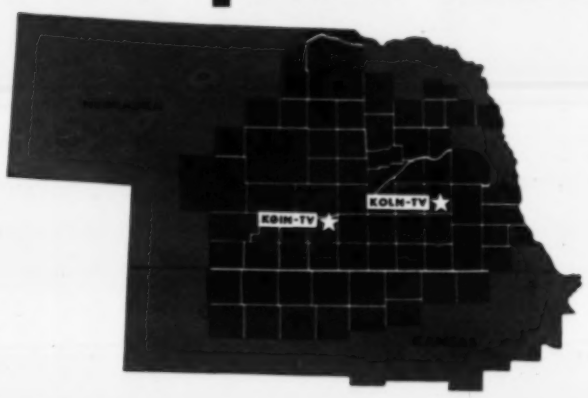
Get a firmer foundation as business turns up, direct your sales messages to this premium men's market. Cost/Per/Thousand?—about one half that of other Men's books.

CIRCULATION: 1,285,420 (ABC 12/31/60)
C/P/M: $2.37

THE Elks MAGAZINE
• New York, 386 Park Ave. South
• Chicago, 360 N. Michigan Ave.
• Los Angeles, 5959 W. 3rd St.

You're only half-covered in Nebraska if you don't use **KOLN-TV**

NOW-
KGIN-TV joins KOLN-TV



. . . and look at what it does to LINCOLN LAND!

VITAL STATISTICS OF THE NEW LINCOLN-LAND
(Sales Management, May 10, 1961)

Population	888,200
Total Homes	275,800
Effective Buying Income	$1,519,268,000
Urban Population	371,000
Rural Population	517,200
TV Homes	237,900
Retail Sales	$1,124,130,000

The *new* Lincoln-Land — Nebraska's other big market—is bigger and better than ever before! Satellite KGIN-TV now adds its coverage to that of KOLN-TV, greatly expanding your sales opportunities in Nebraska.

The map shows the *new* Lincoln-Land . . . and the figures at left give you an idea of what it has to offer.

For full details on the most sales-provoking TV-coverage news in Nebraska, talk with your Avery-Knodel man.

The Fetzer Stations
WKZO-TV—GRAND RAPIDS-KALAMAZOO
WKZO RADIO—KALAMAZOO-BATTLE CREEK
WJEF RADIO—GRAND RAPIDS
WJEF-FM—GRAND RAPIDS-KALAMAZOO
WWTV—CADILLAC-TRAVERSE CITY
KOLN-TV—LINCOLN, NEBRASKA
KGIN-TV—GRAND ISLAND, NEBRASKA

KOLN-TV / KGIN-TV
CHANNEL 10 • 316,000 WATTS 1000 FT. TOWER
CHANNEL 11 • 316,000 WATTS 1069 FT. TOWER
COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representative

Getting Personal

After JWT, Then What—Ex-copywriter **Carol Hutter** has mixed free lance writing with politics since leaving J. Walter Thompson Co., New York, about a year and a half ago. And now under her married name, Carol Greitzer, she and lawyer Jim Lanigan are running in Greenwich Village's Democratic primary against Carmine DeSapio, head of the Democratic party in New York City. The fight is over the district leadership, the only elective post Mr. DeSapio holds . . . **Walter Lord,** another ex-copywriter who retired from Thompson to write several years ago, has another new book to his credit. Titled, "A Time to Stand," it's described as "the epic of the Alamo seen as a great national experience." Published by Harper Bros., it will be out Oct. 30 . . .

Another ex-adman, **John A. Drake** who was exec vp of Hicks & Greist until his "retirement" to Fort Myers some five years ago, has been delving into Florida real estate, an up-North avocation—and now reports he recently was instrumental in closing a $2,600,000 deal, selling 50,000 acres of Gulf County pine land to a lumber company . . .

The fall list of Harper Bros. has books by two BBDO authors. "The Silly Book" by **Stoo Hample,** vp, is a children's book about a character called "Boodleheimer." "So You Want To Go into Advertising," by **Bernard Ryan,** a radio-tv copy group head, is a survey of the field . . .

Back from an adman's holiday in Europe, **George J. Abrams** (he's creative marketing vp at J. B. Williams), says he found himself constantly contrasting ad techniques there and at home, "with the U.S. always winning" . . .

DERBY DUTY—*At recent All American Soap Box Derby finals in Akron, Campbell-Ewald's Board Chairman Henry G. Little (left), and President Thomas Adams donned waiter's jackets to serve luncheon to derby entrants. C-E also donated a cabin to Derbytown where contestants are housed. The cabin is located in a section called "Powertown," named in honor of the late William Power, who was Chevrolet ad manager and long-time derby director.*

Bridal Dept.—On Aug. 26, Marilyn Louise Cann married **Walter Coleman Sanders,** whose father, **Donald S.,** and grandfather, **Walter B.,** publish the Sanders newspapers . . . Also on Aug. 26, Brenda Booth wed Peter Dudley Clapp. The bride is the daughter of **Howard Booth,** president of the *Telegram & Evening Gazette,* Worcester, Mass. Wedding bells rang on Sept. 1 for **Joan Winkler,** media assistant at Ketchum, MacLeod & Grove's New York office, and Harry Atkinson, free lance writer . . .

New titles—**Henry E. Abt,** president of Brand Names Foundation, has been elected to the board of trustees of Ricker College and Ricker Classical Institute . . . **Eldon Campbell,** vp and general manager of the WFBM stations, Indianapolis, is starting a three-year term on the president's advisory board of the Hoosier capital's girl scout council . . .

Charles Brower, president of BBDO, and Lansing B. Lindquist, vp of Ketchum, MacLeod & Grove, are two of 16 national vice-chairmen appointed to aid local United Fund & Community Chest campaigns. **Harold Brayman,** pr director of E. I. du Pont de Nemours & Co., has been named head of the Cornell University council . . .

Love at *Look* . . . Mr. and Mrs. Marvin C. Whatmore, (he's vp and general manager of Cowles Magazines & Broadcasting Inc.), have announced the engagement and October wedding of their daughter, Sharon Lee, to Gardner Cowles III, son of **Gardner Cowles,** president. The groom-to-be is on the staff of the *News-Tribune,* Ft. Pierce, Fla . . .

Jack MacLean, research director of Business Publishing Co., Detroit, returned to work recently outfitted in a shoulder cast which he'll be wearing for the next six weeks. The report is that Jack was competing in some races at a church picnic but lost out when he tripped and fell and broke his shoulder . . .

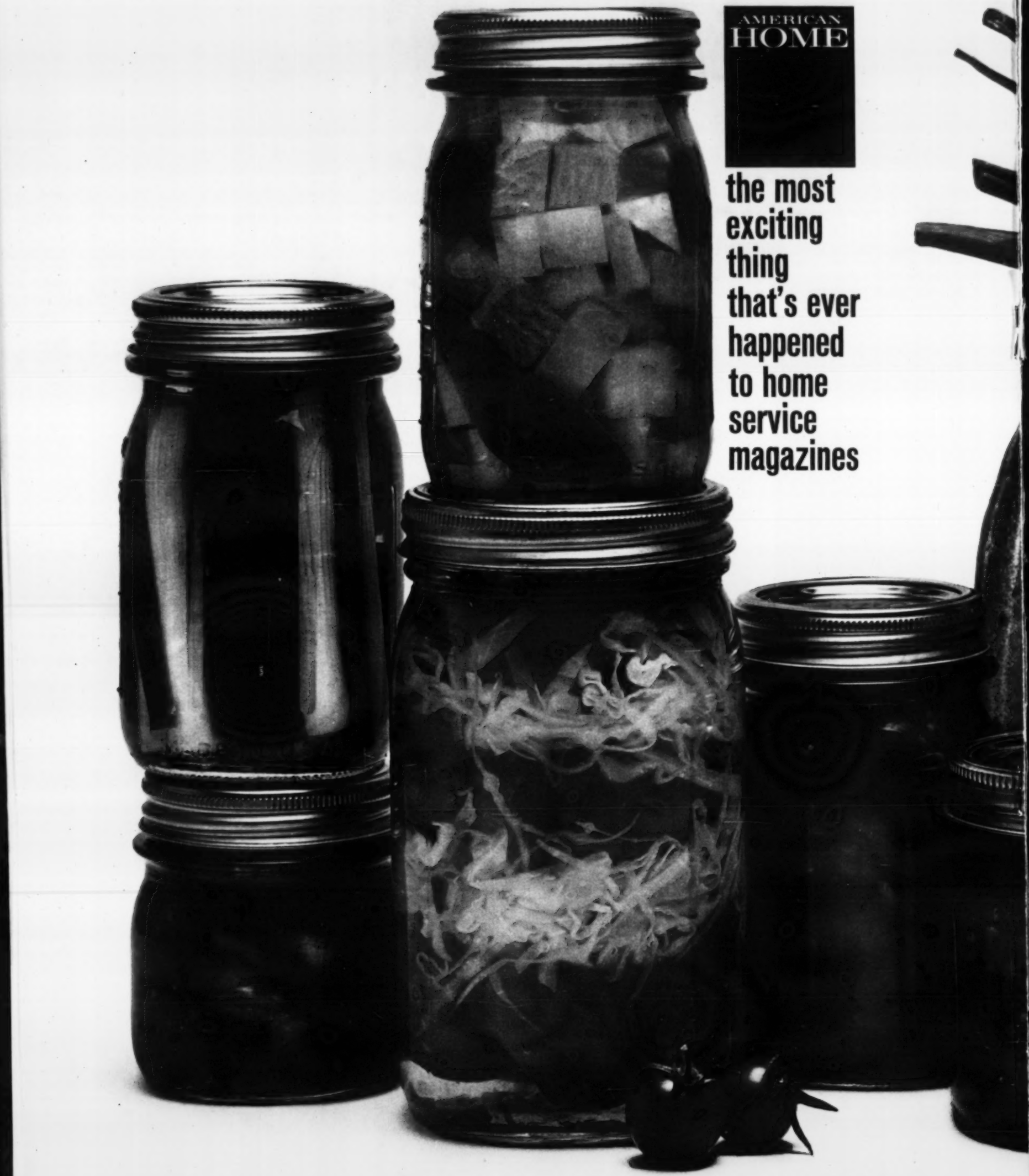
New Offspring Dept.—Elizabeth Anne is the name chosen for the first addition to the **Leonard Hooper** household. Father is a account exec at Advertising Consultants of Pensacola, Fla. Daniel Lee, born Aug. 15, is the new addition for Mr. and Mrs. **Charles Whipples.** Proud Papa is copy chief of Jack Packard Advertising, Glendale, Cal. . . .

Meeting of the Bored

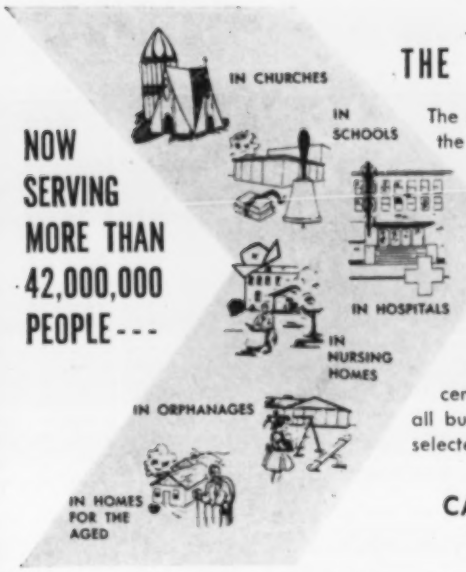
If you doubt that the bored are meeting tonight, spend a few hours in front of your own TV set. Afterward, try to remember who was selling what and who was sponsoring whom.

At N. W. Ayer & Son we recommend this exercise. It has helped us to produce the kind of commercials that make for happier meetings of our clients' boards.

The commercial is the payoff....N. W. AYER & SON, INC.


AMERICAN
HOME
the most
exciting
thing
that's ever
happened
to home
service
magazines

THIS SPREAD FROM A RECENT FEATURE ON HOME-CANNING.



THE CATHOLIC INSTITUTIONAL MARKET

The growing Catholic population now in the U.S. exceeds the combined populations of Sweden, Norway, Finland, Denmark, Holland and Belgium.

This same growth (more than 47.04% in the last decade!) is reflected in Catholic churches, schools, hospitals, nursing homes, orphanages and protective institutions.

Catholic Management Journal reaches the greatest single concentration of decision-makers . . . reaches all buying levels in the Catholic institutional market, with preselected coverage of parishes with known, active buying power.

CATHOLIC MANAGEMENT JOURNAL
400 N. Broadway • Milwaukee 1, Wis.

Information for Advertisers

"Research Techniques for Direct Mail," a report covering statistical testing of programs, market measurement, kinds of prospect selectivity and name versus title mailing is available from **Market Compilation & Research Bureau**, 10561 Chandler Blvd., North Hollywood, Cal.

• A 36-page report on the growth and development of the market for men's hair grooming and treatment preparations has been published by **Redbook**, 230 Park Ave., New York 17. Requests for copies of the report should be written on company letterhead and directed to Donald E. West, director of marketing research.

• "Prime Prospects," a study correlating television viewing in Los Angeles with consumer purchasing habits, has been published by **KNXT**, Los Angeles. ≠

Bledsoe, Reilly Form Company

Robert W. Bledsoe and Eugene L. Reilly have established Marketing Strategy Inc., a new market and consumer research organization with offices in Detroit, New York and Los Angeles. Mr. Bledsoe, who formerly was assistant director of marketing and research of D. P. Brother & Co., will direct the Detroit office. Mr. Reilly, formerly a vp of Trendex Inc., will head the New York office.

Andrews Promotes Five

Five executives of Andrews Agency, Milwaukee, were promoted at the annual meeting of the board of directors. Joseph G. Van de Loo, vp, account supervisor and treasurer, was named 1st vp. Arthur Beier, art director, and V. E. Gatzow, production manager, were named treasurer and secretary, respectively. Donald Orlaska and Charles J. Zahn were promoted to vps.

Cummins Rejoins EWRR

Richard G. Cummins has rejoined Erwin Wasey, Ruthrauff & Ryan as creative director of the central division, a new post. Mr. Cummins was a creative director with EWRR, New York, before joining Aitkin-Kynett Co., Philadelphia, more than two years ago. He will make his headquarters in Chicago.

Bonney Forge Names F&S&R

Bonney Forge & Tool Works, Alliance, O., has named Fuller & Smith & Ross, Cleveland, to handle its account. Bonney, which reportedly had been billing between $100,000 and $150,000, plans to spend $250,000 for advertising in 1962. Ed Shapiro Inc., Philadelphia, is the former agency.

Robert Horner Retires Sept. 30

Robert Russell Horner will retire Sept. 30 as advertising manager of Norfolk & Western Railway Co., Roanoke, Va., and editor of the "N&W Magazine," a publication for employes. Mr. Horner went to work for the railroad 37 years ago, shortly after the magazine was established.

Rudulph Joins Ellis

James A. Rudulph has been appointed vp and creative director of Ray Ellis Advertising, Chatham, N. J. He formerly was an advertising consultant in Morristown, and before that was advertising manager of Pratt & Lambert, Buffalo.

Keegan Names Jackson

Freeman Jackson has joined Keegan Advertising Agency, Birmingham, as exec vp. He formerly was general sales manager of Nifty Mfg. Co., Birmingham, a division of St. Regis Paper Co.

Goes Joins Maercklein

E. J. Goes, formerly advertising manager of Koehring Co., has joined Maercklein Advertising, Milwaukee, as manager, industrial accounts. Mr. Goes worked for Koehring Co. more than 25 years.

Victor Selects Yardis

Victor Hosiery Corp., Haggerstown, Md., has named Yardis Advertising Co., Philadelphia, to handle advertising and public relations.

SRDS Data, Incorporated

Responding to the complex informational needs of business, advertising and marketing, offers complete research and data processing services.

Through its Advertising Impact Measurement Service Division, which provides publishers with a unique and comprehensive means of documenting their effectiveness and assisting advertisers in creating more persuasive campaigns, learning why ads score as they do, testing copy themes:

ADVERTISING IMPACT MEASUREMENT SERVICE IS UNIQUE

Providing both quantitative and qualitative information
Focusing upon both editorial and advertising content
Three years in testing: Thoroughly validated
Based upon "In-Depth" personal interviews
Attractively priced—continuing survey
Packaged for potential participation by advertisers

ADVERTISING IMPACT MEASUREMENT SERVICE IS COMPREHENSIVE

Reader recognition scores for advertisements (Quantitative)
Reader recognition scores for editorial content (Quantitative)
Verbatim reaction toward advertisements (Qualitative)
Verbatim reaction toward specific articles (Qualitative)

for complete information, phone, visit or write...

SRDS Data, Incorporated
Responding to the Complex Informational Needs of Business, Advertising and Marketing

432 Park Avenue South
New York 16, New York
Telephone: MU 9 6250
A Subsidiary of SRDS, Inc.

James J. Ling, Chairman of the Executive Committee, Ling-Temco-Vought, Inc., inspects his company's environmental testing equipment.

"Environmental testing, like advertising, is essential"

"Environmental tests that simulate actual operating conditions are essential to the development and manufacture of our electronic components and systems.

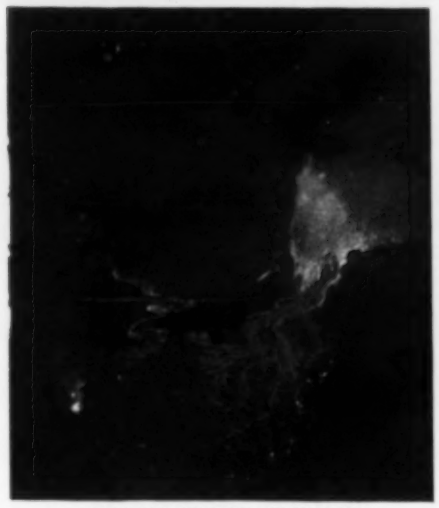
"Advertising in leading business publications serving our major markets is equally essential. Through our advertising we are building corporate identity that helps promote our diversified line and pave the way for new product developments and increased sales."

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC.
330 WEST 42nd STREET, NEW YORK 36, N. Y.

More than one million key men in business and industry pay to read McGraw-Hill publications.

a unique opportunity for international advertisers:
the 200-page special issue of
LIFE INTERNATIONAL and LIFE EN ESPAÑOL:

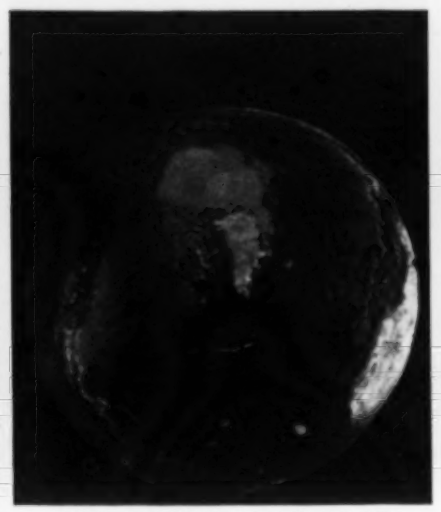


HAWAIIAN VOLCANO: KILANEA IKI

A PICTORIAL ATLAS FOR THE

DANISH FIELDS AND VILLAGES: JUTLAND

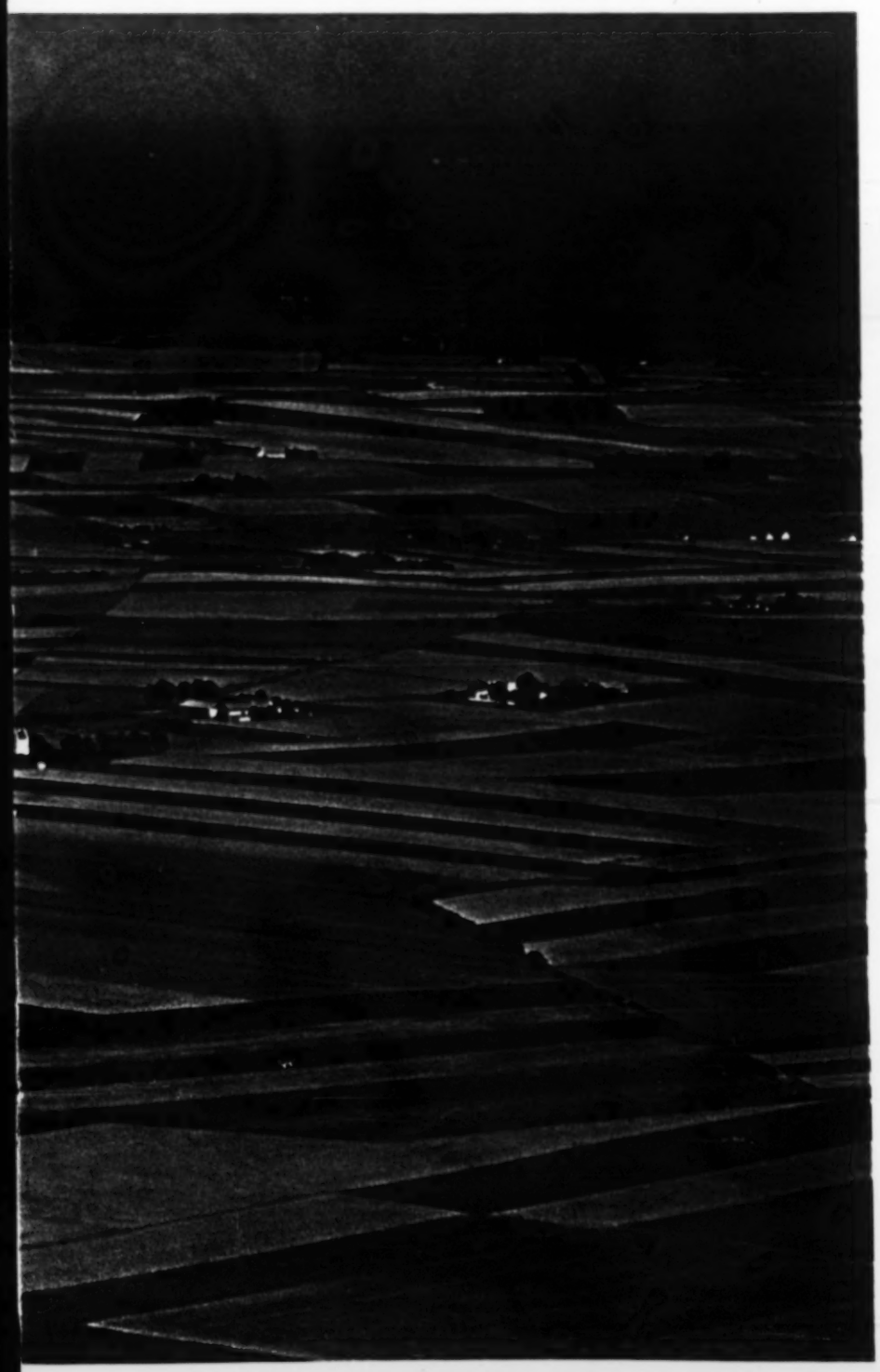
ALASKAN SUMMIT: MOUNT MCKINLEY



GLOBAL PROJECTION—LAT. 60°, LON. 60°

INDIAN FISHERMAN: BIHAR

SPACE-AGE



GET in on the most exciting event in the 15-year history of LIFE International Magazines—a special issue based on the new LIFE-Rand McNally *Pictorial Atlas of the World*.

Picture your advertising in this setting:

- Some 200 pages—more than 100 edit pages in four-color . . . the most color in any issue of any magazine.
- Global projections of the continents . . . a space-age view of the world.
- Color photographs that capture the geographical essence of our variegated planet—jungles, deserts, cities, ice-clad mountains, fertile plains and great waterways.
- Photographs that help you understand the problems of the people who inhabit the far corners of the earth.
- Original articles full of fascinating facts about man and his planet.

Past special issues have attracted an average 19% bonus circulation. This issue is likely to do even better . . . to be read, kept and reread by its world-wide, world-wise readers—your best customers abroad. That's why it's a particularly good starting point for your 1962 campaigns. Call your LIFE International representative or write Robert S. Smith, Advertising Director, LIFE International Magazines, Rockefeller Center, New York 20, New York.

ISSUE DATES:

LIFE INTERNATIONAL *(Including European regional edition)*	**LIFE EN ESPAÑOL** *(Including Mexican and Caribbean regional editions)*
January 29, 1962	January 22, 1962
Color closing—Nov. 20, 1961	Color closing—Nov. 6, 1961
B&W closing—Dec. 4, 1961	B&W closing—Nov. 20, 1961

LIFE INTERNATIONAL

ROCKEFELLER CENTER
NEW YORK 20, N. Y.

LIFE EN ESPAÑOL

where telling the world means selling the world

La Choy Sets Fall Campaign Featuring Refund Offer

La Choy Food Products, Archbold, O., in its fall campaign will feature a special refund offer consisting of a refund of up to 30¢ on any package of tea in exchange for a label from any of the three family size 2 lb., 2 oz. cans of La Choy chop suey vegetables with beef, chicken or mushrooms and the name panel from any package of tea.

The free-tea offer will be featured in 380-line ads in 190 newspapers in major markets the week of Oct. 16 and in two-color ads in the October issue of *Woman's Day* and the November issue of *Family Circle*. Maxon Inc., Detroit, is the agency.

INPAK SYSTEMS, INC.
Consultants to Management on Packaging
141 East 44 Street New York 17, N. Y.
DESCRIPTIVE BOOKLET ON REQUEST

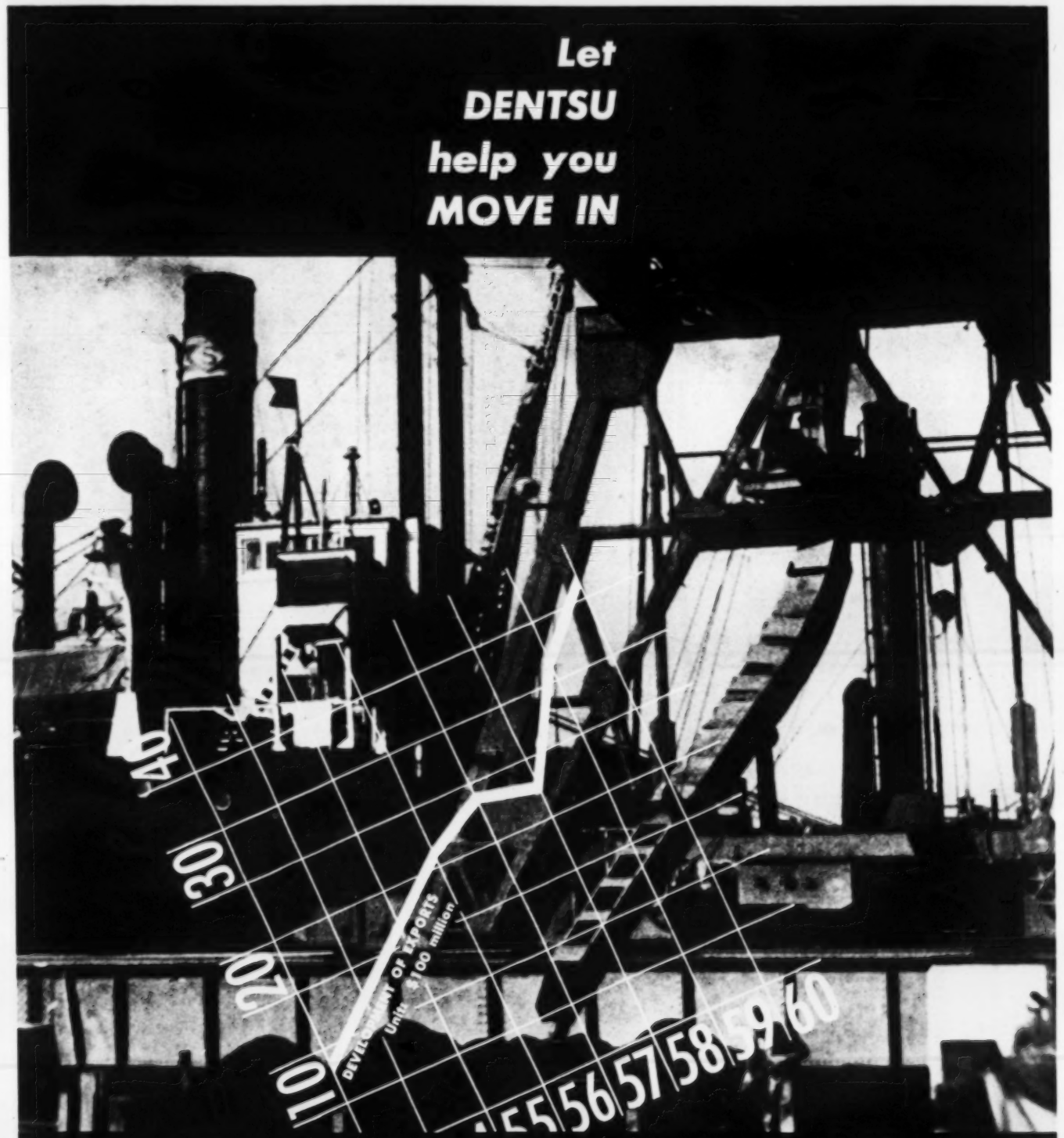
'Rangefinder' Goes National: Boosts Circulation, Rates

Rangefinder, Hollywood, a publication for professional photographers in the 13 western states, will expand its coverage in October for a national distribution of 13,442. The circulation base formerly was 7,000.

Advertising rates have been increased to $330 for one b&w page, one time. Former b&w rate was $212.

York Joins Electronic Specialty

Michael York has been appointed to the new post of director of advertising and public relations for Electronic Specialty Co., Los Angeles. Mr. York had been corporate manager of advertising and public relations of Beckman Instruments, Fullerton, Cal., for the past two years.



Japan's industrial progress is no coincidence. Nor is the laterally rising living standard of Japan's 93 million people. They owe themselves to a great many factors.
Advertising is one factor. And Dentsu Advertising Ltd. is both Japan's leader in advertising and her chief devotee to the development of marketing. You can depend on Dentsu — the all-embracing, forward-looking ad agency — to be the most effective and rewarding means of moving into Japan's broadening market.

Head Office: Nishi-Ginza, Tokyo, Japan Cables: "DENTSU TOKYO"
New York Office: Time & Life Bldg., Rockefeller Center, New York 20, N.Y., U.S.A.
Representative Offices: Los Angeles, Chicago, Honolulu, Okinawa

DENTSU ADVERTISING LTD.

Movie Screen Maker Sets 'Memories' Advertising Theme

MORTON GROVE, ILL., Sept. 5—Radiant Mfg. Corp. will use a "happy memories" theme to promote its movie and slide projection screens this fall.

The consumer ad campaign will feature two-color ads in *Esquire*, *Holiday*, *Modern Photography*, *Parents' Magazine*, *Popular Photography* and *U.S. Camera*, during October through Christmas.

LAST NIGHT WE WENT TO THE BULLFIGHTS IN MADRID AGAIN
WITH OUR NEW RADIANT LENTICULAR SCREEN
Sally and I went to Morocco again last night!
WITH OUR NEW RADIANT LENTICULAR SCREEN
RADIANT
RADIANT

MEMORIES—*Magazine ads for Radiant Mfg. Corp.'s line of movie and slide projection screens during the pre-Christmas season will feature the happy memories relived through viewing films of past vacations and special events.*

■ Headlines ("Last night we went to the bullfights in Madrid again"; "Sally and I went to Morocco again last night"; etc.) and pictures in the ads will give emphasis to the theme of reliving happy memories through films.

A merchandising program built around the consumer campaign will include "as advertised in—" tags, trade ads and in-store material.

Irving J. Rosenbloom & Associates, Chicago, is the agency. #

'California Medicine' Boosts Its Circulation and Rates

California Medicine, journal of the California Medical Assn., has announced a circulation increase to 20,000 effective with the January, 1962, issue. The former circulation base was 17,000.

The new b&w page rate for one time is $275. The previous rate was $200.

Brauer to Winius-Brandon

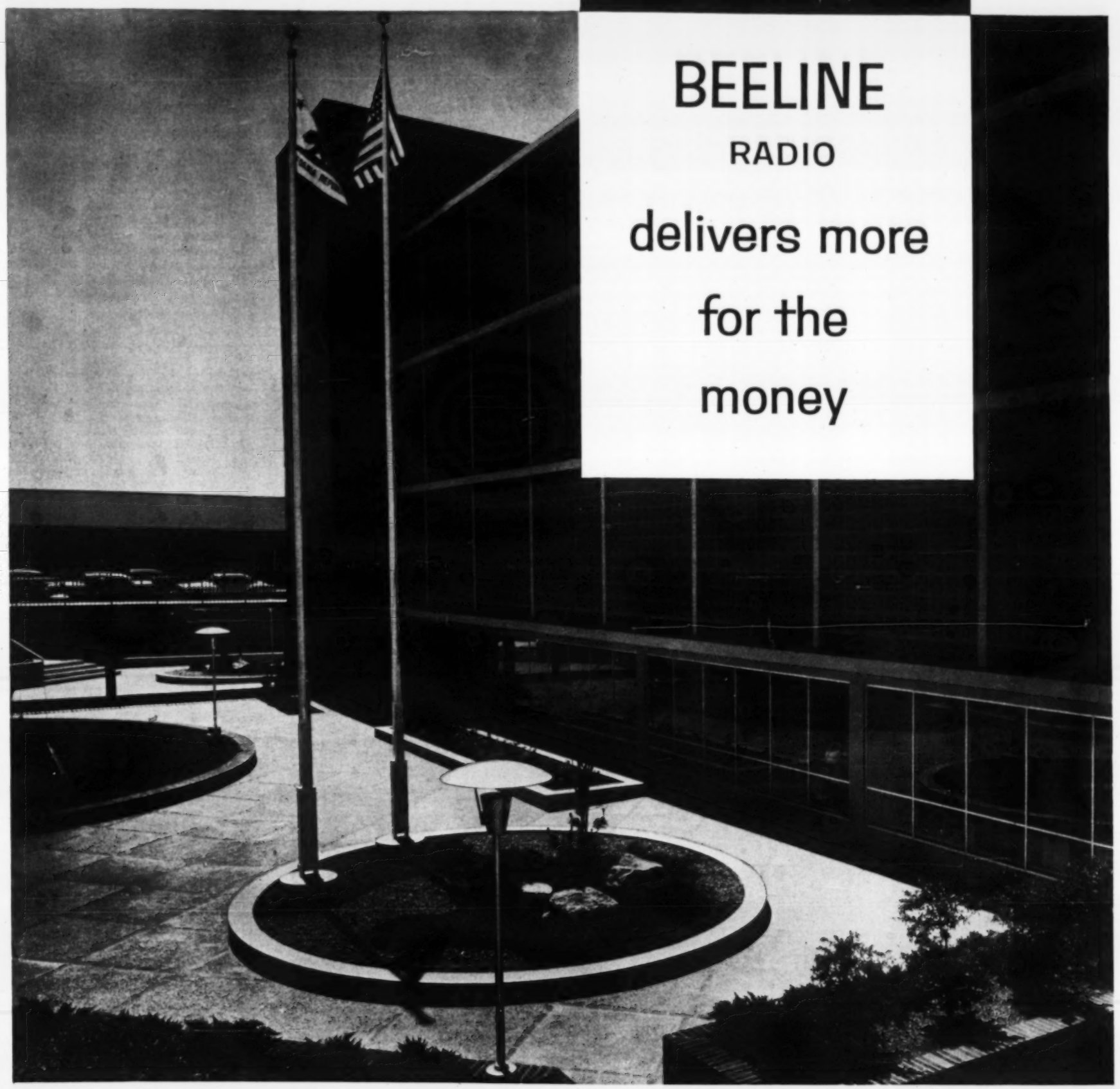
Winius-Brandon Co., St. Louis, has been named to handle advertising for Brauer Bros. Shoe Co., St. Louis. Roman Advertising Co., St. Louis, is the former agency of record.

Keithley Names Agency

Keithley Instruments, Cleveland, has named Bayless-Kerr as its agency.

IN INLAND CALIFORNIA
(AND WESTERN NEVADA)

BEELINE
RADIO
delivers more for the money



Modern new City Hall of Modesto — Stanislaus County seat.

Stanislaus County is an important market in California's great Central Valley. It is the 9th county in the entire United States in total farm income. Also, it is the first county on the Pacific Coast and 18th in the United States in retail sales per household — $5,107.00 per household. (Sales Management 5-10-61)

Stanislaus County is part of the area covered by Beeline station KBEE, Modesto. In fact all the important California Central Valley and Western Nevada markets are sold on the Beeline stations. And Beeline Radio delivers more of their radio homes than any other combination of stations, at the lowest cost per thousand. (Nielsen Coverage Service Report #2, SR&D)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

Now...reach the CREAM of today's farm market

DOANE'S

BUSINESS MAGAZINE FOR AMERICAN AGRICULTURE

- 50,000 circulation . . . largely Class I farmers
- National distribution . . . split runs available
- Published by Doane Agricultural Service, Inc. . . . recognized leader in farm management, appraising, research, and agricultural writing.

For rate card and full data, call nearest representative

ST. LOUIS	CHICAGO	NEW YORK	DETROIT	MINNEAPOLIS
J. A. Neal	Philip C. Miller	Billingslea & Ficke	Frank B. Heib	Dean & Slaughter, Inc.
5144 Delmar	919 N. Michigan	420 Lexington Ave.	12986 Houston-Whittier	502 National Bldg.
FOrest 1-2800	WHitehall 4-5464	LExington 2-3667	TRinity 3-4840	FEderal 3-2229

* Issue at mid-month. Closing date is 15th of preceding month.

Heublein Aims for Fivefold Sales Rise in 10 Years

NEW YORK, Sept. 5—Heublein Inc. aims to boost sales volume from the current $100,000,000-plus mark to the $500,000,000 level "within the next ten years," and it plans on using some Colgate-Palmolive methods to get there.

The company will go about the ten-year plan "like selling toothpaste or soap," John G. Martin, chairman, said. This was a reference to the recent appointment of Ralph A. Hart, formerly exec vp of Colgate-Palmolive and president of Colgate International, as president of Heublein (AA, June 19).

Mr. Hart spelled out his marketing strategy in these terms: "You must have a good product, good distribution and good advertising." Asked if he contemplated any organizational changes at Heublein, Mr. Hart said: "These fellows are teaching me the job." He added that Heublein knows only one boss—"the man who buys our products."

YULE DISPLAY—*Liberty Cherry & Fruit Co., Covington, Ky., is using this display in grocery stores and supermarkets in a fall and Christmas promotion for its candied fruits. Charles L. Puckett Inc., Chicago, produced the display.*

■ Highlights of the 1961-'62 ad campaign are: A $1,500,000 hike over the previous year for liquor advertising; a total of $550 000 more for Smirnoff vodka; $400,-000 more for Heublein cocktails; and a national sampling campaign to kick-off Oct. 1 for Harvey's Bristol cream and cocktail sherry.

Other features of the sales program include a bid to establish Heublein cocktails as hotel and motel room service drinks coast to coast; creation of an industry "first" by setting one price for all Heublein cocktails, regardless of proof; and an attempt to get increased use of Heublein banquet cocktails throughout the hotel and catering business.

Smirnoff vodka, handled by Lawrence C. Gumbinner Advertising, will use color pages in *Ebony, Life, Look, The Saturday Evening Post, TV Guide* and *Social Spectator*. In addition, a heavy schedule of newspaper ads will be used. Smirnoff will also be heavy in outdoor and trade publications.

■ Its two other vodkas, Relska and Popov, are using newspapers and outdoor.

On the cocktail front, Heublein launched test campaigns Aug. 1 in Massachusetts, Rhode Island, Connecticut and Delaware for its club cocktail line of eight varieties. Called the "chill and serve" line, the product is handled by Victor A. Bennett Co. #

'Field & Stream Consent Order Set

Holt, Rinehart & Winston, New York, has signed a consent order assuring the Federal Trade Commission that it will not make any discriminatory promotion allowance to newsstands handling *Field & Stream*.

An FTC complaint last April claimed payments of 5¢ a copy were made to Union News Co., New York; 4¢ to ABC Vending Corp., New York, and Fred Harvey, Chicago; and 3¢ to Commutor News Co., New York, and ABC Cigar Co., San Francisco.

Programs for Television Plans Stock Issue

Programs for Television, New York, has filed a statement with the Securities & Exchange Commission seeking registration of 150,000 shares of common stock. The company has a library of 38 J. Arthur Rank films, originally produced for theater use. It also has distribution rights to "Main Event" and "Art Linkletter & the Kids."

IN LOS ANGELES, TAKE THE abc TRAIN

A city of bustling people. That's Los Angeles. And "busy" is a synonym for KABC-TV. With a rush and a roar, ABC's Flagship in the West has more than kept abreast of America's fast-moving second market. Good sense in service to the community, and good taste in programming has made the difference...a difference that moves merchandise...fast!

GO FIRST CLASS ON...

7 KABC-TV

Owned and Operated by American Broadcasting-Paramount Theatres, Inc.

Represented by ABC-TV National Station Sales, Inc.

EVOLUTION:

Pennsylvania Gazette.

THE SATURDAY EVENING POST

THE SATURDAY EVENING POST

SATURDAY EVENING POST.

THE SATURDAY EVENING POST

The Saturday Evening

POST

REVOLUTION!

Suddenly, The Saturday Evening Post explodes with a blazing new spirit. Color runs riot. Imagination is king. The printed word rises to new glory. A new creative freedom comes to magazines – and the roar of excitement can be heard round the reading and advertising world. Vive la révolution! In the new Saturday Evening Post, suddenly reading becomes a new adventure!

POST

The Saturday Evening

The best measurement of a Sunday Magazine's sales power is the power of the newspaper that carries it!

TODAY is Philadelphia's Sunday rotogravure magazine with the 1,000,000 plus circulation... a quarter-million more circulation than Philadelphia's other Sunday newspaper supplement.

Circulation: ABC Publisher's Statement 6 Months Ending 3/31/61

Sunday TODAY
The Philadelphia Inquirer Magazine
For fifteen years Strategic Air Command has kept the peace. Wielding the most awesome retaliatory weapons ever conceived, it has stood as the free world's most powerful deterrent against all-out Communist aggression. The story of the men, the weapons and the strategy of this spectacular branch of the U.S. Air Force begins on Page 4.

The Philadelphia Inquirer, in which TODAY magazine appears, carries more than twice as much Sunday advertising as any other Sunday newspaper in Delaware Valley, U.S.A. In 1960, advertisers placed 1582 pages in TODAY Magazine.

If you want sales power you want TODAY ... The Philadelphia Inquirer Sunday Rotogravure Magazine

Locally edited by men and women who know the men and women and children of Delaware Valley

FDP food & drug PACKAGING

The only news magazine that reaches over 35,000 food and drug executives involved in packaging decisions accounting for 80% of total packaging purchases.

BPI MAGAZINES FOR INDUSTRY, INC., publishers of Bottling Industry • Candy Industry and Confectioners Journal • Candy Industry Catalog and Formula Book • Food & Drug Packaging FDP

New York 21 660 Madison Ave. PLaza 9-5245 Chicago 6 20 North Wacker Dr. Financial 6-7873
San Francisco 11 22 Battery St. YUkon 1-1299 Los Angeles 35 5478 Wilshire Blvd. WEbster 8-0111

Avery Label Takes New Tack in Marketing; New Product Features Face You Love to Push

LOS ANGELES, Sept. 5—It's enough to drive a consumer crazy.

The thing just lies there and smiles.

The expression never varies: Just two dotted eyes and a mouth twisting upwards in a maddening smirk.

But take a pencil. Blacken an eye. Angle the mouth downward so the smirk becomes a frustrated frown. Shade it, change it. If the mood strikes you, mask it out completely. Obliterate it.

Or be happy. Have fun. Take your pencil and draw a mustache. Give it a funny nose, buttons down the middle. A zipper.

Or simply let it alone. Let it smile and you smile with it.

And when the right moment comes, push its face in.

■ This is the story of how a fairly routine and mundane little product became a "fun" product.

Some months ago, Avery Label Co. put out a new "permagrip" gum tack in test markets. The product was designed as a handy substitute for thumb tacks, staples,

DIVERTING—*Avery Label Co. has discovered that its redesigned gum tack, shown on box, is not only more appealing to the consumer, but also serves as an outlet for frustrations.*

paper clips, tape, glue and other fastening devices. At first, it seemed like sure fire with both consumers and commercial users. But good as the idea was, the product was a dud. In its original shield-shaped form, with the brand name emblazoned on the ungummed side, the product simply "didn't spark the consumer's imagination" the company said.

So, as Avery explains it, the company and its agency, Carson/Roberts, went to work to "revitalize" the product. After rummaging through a batch of motivational studies, it was decided that the gum tack, in addition to its obvious utilitarian qualities, should also appeal to the consumer's creative carvings.

The shield shape was thus replaced by an oval, and the brand name eliminated for a smiling, little face. Back to test markets went the product and, *voila!* the company said, a "positive change in attitude in all markets."

■ Now the gum tack is back in stationery outlets and initial reaction, according to the maker, has been "tremendous." To the housewife, the redesigned product "relieves the frustrations of shopping, answering doorbells, tending children and hundreds of other daily irritants," while office workers get "a big kick out of working with a product with a smile, or substituting—figuratively—the boss's face for the little drawing."

Best of all, says the company, the product "provides a deep psychological lift to the harried and busy person by providing a new and diverting way to relieve frustration—pushing somebody's face in." #

Goldberg Adds Position

Richard Goldberg, marketing supervisor of audio-visual equipment of Fairchild Camera & Instrument Corp., Yonkers, N. Y., has assumed the additional duties of marketing manager for photographic instrumentation of the company's industrial products division. Mr. Goldberg succeeds Herbert Oshan, who has been transferred to the parent corporation in charge of the new Scan-A-Fax fascimile program.

Allen, Dorsey Names Hanna

Phil Townsend Hanna has been named vp of Allen, Dorsey & Hatfield, Los Angeles agency. Mr. Hanna was previously operator of a public relations counseling service in Los Angeles bearing his name.

RETAIL GROCERY STORE LINEAGE UP 26%
FIRST 6 MONTHS OF '61

Fifty-six food stores in Saginaw—big and small—used 1,463,602 lines of advertising in The Saginaw News during the first six months of 1961 to sell their products.

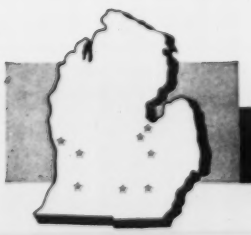
Retail grocery store lineage, 1960 to 1961 (first six months) comparison:

1960	1961	gain	% gain
1,161,692 lines	1,463,602 lines	301,910	26.0%

These 56 outlets, represented in 31 individual ads each week, do about 80% of the total food store volume in the Saginaw metropolitan area. They establish and maintain their dominance by regular weekly advertising schedules in The Saginaw News . . . an advertising pattern that offers food manufacturers a positive guide to the sale of their products in this fast-growing market.

Saginaw is the fourth largest industrial area in outstate Michigan. The Saginaw News covers 78.6% of all households in the $352.8 million Saginaw County market.

FULL COLOR NOW AVAILABLE IN . . .



THE SAGINAW NEWS

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

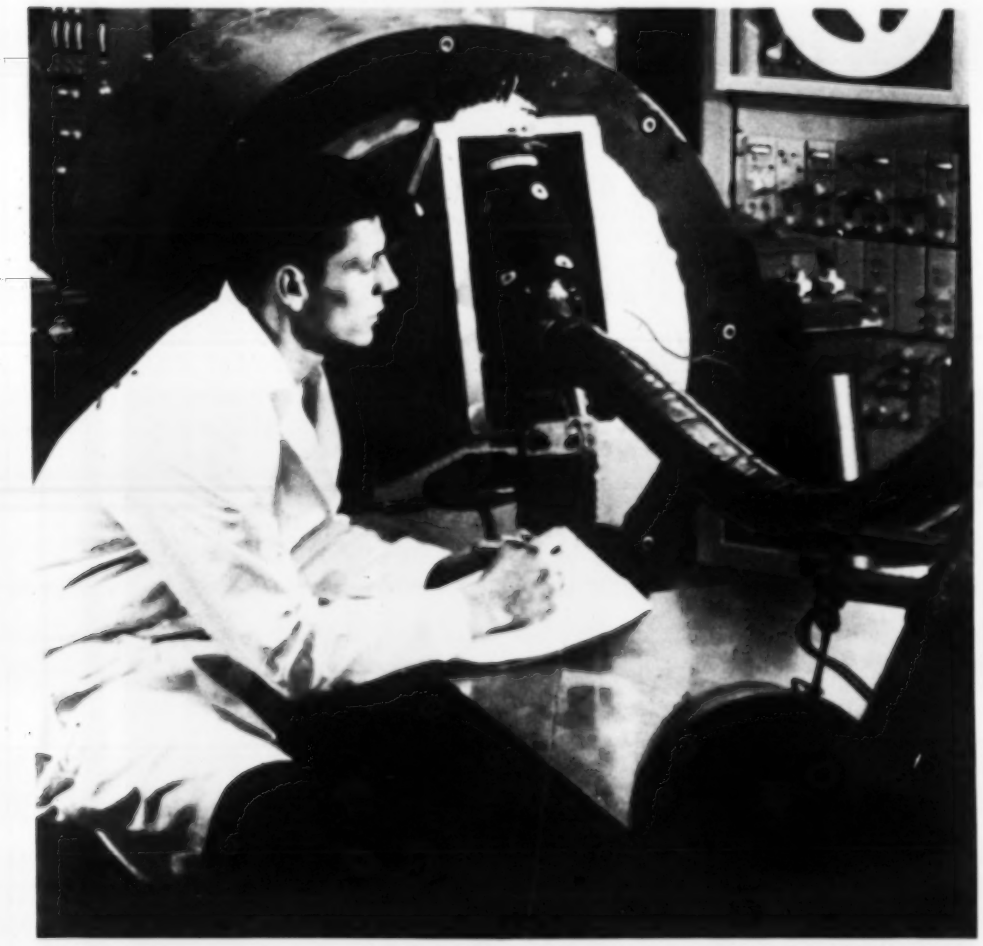
A Booth Michigan Newspaper

when the ELECTRONIC DESIGN engineer

SPECIFIES

his company BUYS

By limiting subscribers to your key prospects (100% electronic design engineers) . . . by surrounding your advertisement with a favorable climate of readership (all design editorial) . . . by offering optimum frequency (26 issues per year) . . . ELECTRONIC DESIGN makes your ads work harder . . . is *a selling force*, capable of achieving your sales objectives on a mass scale.



Qualification testing of Titan II electrical umbilical cable, at Wyle Laboratories.

HAYDEN PUBLICATIONS

New York • Chicago • Boston • Los Angeles • San Francisco • Atlanta • Tokyo • London

In JUNEAU People Buy The Products Advertised In This Paper

Alaskans shop daily . . . with their Alaskan dailies. Stake your claim in our booming 49th state by placing your ads in one of Alaska's most successful dailies. Call your Nelson Roberts man for complete information.

One of five great Alaska Dailies

NELSON ROBERTS & ASSOCIATES, INC.
formerly West-Holliday Co. Inc.
NEWSPAPER PUBLISHERS REPRESENTATIVES
NEW YORK · CHICAGO · DETROIT · DENVER · LOS ANGELES · SAN FRANCISCO · PORTLAND · SEATTLE

Piel Bros. Unit Introduces New Low Calorie Beer

Trommers Red Letter Brand to Use Newspapers in Five Eastern States

NEW YORK, Sept. 5—Beginning Sept. 5, Trommers Brewing Co. (a wholly-owned subsidiary of Piel Bros.) will go heavily into newspapers in five eastern states for its new low calorie beer.

The brand, "seven years in the making," is Trommers Red Letter beer. Advertising features the theme that the new product will be "a red letter day for beer drinkers" who watch their waistlines.

Henry J. Muessen, president of Trommers (and also of Piel) insisted that the new beer was a naturally brewed product made according to the "classic and confining and traditional" methods.

Red Letter, the company reports, contains less than 100 calories per 12 oz. can or bottle, has one-third less calories than ordinary beer, has a golden color, and has a "distinctive snappy taste—kind of springy and tart."

Mr. Muessen said it will cost slightly more than regular beer, and will be sold in 6-pack cans and non-returnable bottles only. While declining to reveal the alcoholic content, he said it was only slightly below that of regular beer.

■ The Trommers move marks Piel's second big venture into the low calorie business. Back in 1951, soon after buying the fixed properties, inventories and good will of John F. Trommers Inc., Piel launched a new campaign for the Piel brand claiming it had less "NFS" (non-fermented sugar) than most other beers.

Handled by Kenyon & Eckhardt at the time, Piel's advertising emphasized the "dry, light quality" of its product. The man in charge of that promotion was Mr. Muessen, then vp and general manager.

A few months later, Piel shifted its business to Young & Rubicam, which is now also handling the current campaign for Trommers.

For a couple of years after that, eastern brewers wooed the fat-conscious with ads attempting to brush away all notions that beer and blowsiness were inevitably connected. Beers suddenly developed "protein rest" (Krueger), "definitely less filling" (Ruppert), and an eye on "your belt-line" (Ballantine). A long-time holdout against the low-calorie trend was F. & M. Schaefer Brewing Co., which launched some counter-advertising.

■ Finally, in 1954, the alcohol and tobacco tax division of the Treasury Department warned brewers to state clearly the low-caloric claims in their ads, and several brewers made hurried copy changes.

The division had also referred Piel's advertising to the Federal Trade Commission about a year before, but Piel emerged with a clean bill of health.

By 1955, the low-caloric theme began to fade out, though Piel continued to emphasize that "laboratory tests prove Piel removes more sweetness than any other brand. By removing more sweetness, Piel allows all the good, rich beer flavor to come through."

At the unveiling of the new brand last month, Piel insisted that the Trommers brand has no connection with NFS.

The revival of the Trommers name, kept alive in the past nine or ten years by means of token shipments, is regarded as an attempt to emphasize that the beer is "the first major advance in our industry in a long time. #

WITHIN EASY REACH!

The wealthy Fort Worth Market — 100 prosperous counties . . . 2,168,841 people (23% of Texas) . . . Effective Buying Income of $4,064,635,000 (24.1% of Texas) . . . Within easy reach because it's covered *best* by one medium . . . the FORT WORTH STAR-TELEGRAM. The FORT WORTH STAR-TELEGRAM reaches 92% of Metro Fort Worth households daily (M & E) . . . Average STAR-TELEGRAM daily family coverage in 98 other West Texas counties is 53.8%.

FORT WORTH STAR-TELEGRAM

LARGEST COMBINED DAILY CIRCULATION IN TEXAS

without the use of schemes, premiums or contests
"just a good newspaper"

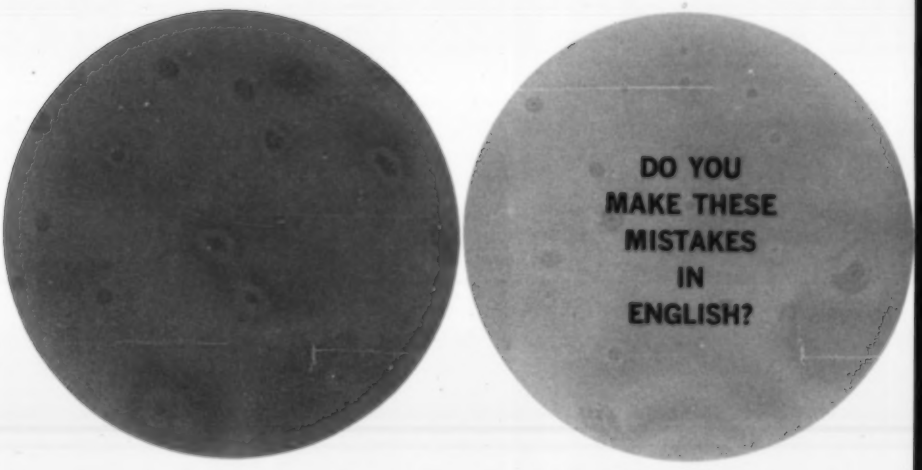
SOURCES: Sales Management "Surveys of Buying Power," May 1961; ABC Audit Report, 3/31/61.

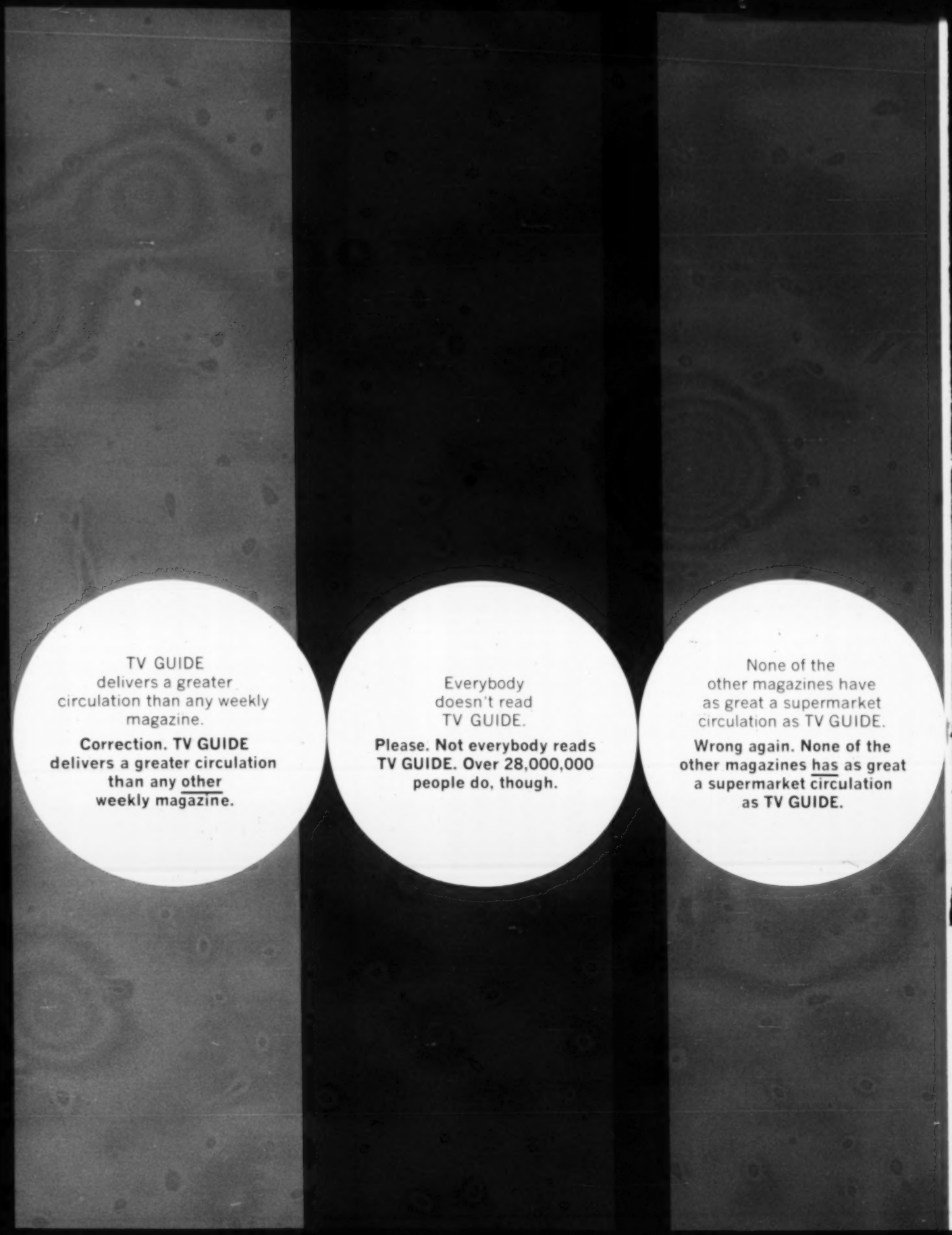
Pleskach, Smith Promotes 2

Lloyd Berg has been named vp and general manager of Pleskach & Smith Advertising Agency, Omaha, and Ron Kaplan has been promoted to vp. Mr. Berg was vp and account executive. Mr. Kaplan will continue as an account executive and will supervise the new business department.

Friehofer Names Agency

William Friehofer Baking Co., Philadelphia, has moved its account from Mid-American Advertising Agency to Wermen & Schorr. Billings are estimated to be above $200,000 annually.


DO YOU
MAKE THESE
MISTAKES
IN
ENGLISH?


TV GUIDE
delivers a greater
circulation than any weekly
magazine.
Correction. TV GUIDE
delivers a greater circulation
than any other
weekly magazine.
Everybody
doesn't read
TV GUIDE.
Please. Not everybody reads
TV GUIDE. Over 28,000,000
people do, though.
None of the
other magazines have
as great a supermarket
circulation as TV GUIDE.
Wrong again. None of the
other magazines has as great
a supermarket circulation
as TV GUIDE.

No magazine, irregardless of size, reaches more young marrieds than TV GUIDE.
Sorry. No magazine, regardless of size, reaches more young marrieds than TV GUIDE.
Advertisers such as General Foods, Columbia Records and Formica are highly enthused about the results produced by TV GUIDE.
Close, but no cigar. Advertisers such as General Foods, Columbia Records and Formica are highly enthusiastic about the results produced by TV GUIDE.

There ain't a
better advertising
buy on the market than
TV GUIDE.

There sure ain't.

TV GUIDE

AMERICA'S

BEST-SELLING

WEEKLY MAGAZINE

TABLET DETERGENT—*Aspen Corp., Syracuse, will start a four-week test in upstate New York on Sept. 5 via newspapers, radio and tv for a new tableted laundry detergent, Disc. Doug John Associates is the agency.*

Times-Mirror Sales Up Over '60, Profits Are Down Slightly

LOS ANGELES, Sept. 5—Revenues of the Times-Mirror Co. for the 28 weeks ended July 16 were higher than for the same period last year, but earnings were slightly lower, the company reports.

Consolidated revenues amounted to $63,288,670 compared with $57,471,652 during the same time in 1960. Consolidated earnings after taxes and minority interests amounted to $2,379,802. This compares with $2,578,666 a year earlier.

Times-Mirror Co.'s subsidiaries include KTTV, Los Angeles; *Los Angeles Times; Los Angeles Mirror;* New American Library of World Literature, New York, publishers of Signet and Mentor books; Publisher's Paper Co.; H. M. Gousha Co., San Jose, Cal., road map company; Jeppesen & Co., Denver, publisher of technical flight information; and the Times-Mirror Broadcasting Co., which recently sold "Divorce Court," a tv series.

Advertising linage of the newspaper division was lower than last year, but an increased rate structure is in effect, the company reported. #

Mrs. Marshall Field Buys 'Portland Reporter' Stock

Mrs. Marshall Field, widow of the founder of the *Chicago Sun*, has purchased stock in the *Portland Reporter*, daily tabloid founded by unions on strike at the *Oregonian* and *Oregon Journal*. The newspaper offered 125,000 shares of common stock at $10 a share for sale last November. Number of shares purchased by Mrs. Field was not announced.

Glaubinger Joins Sosnow

Richard W. Glaubinger has joined Sosnow Advertising Agency, Newark, as copy supervisor. Mr. Glaubinger was formerly a director of copy operations at Park Advertising Agency, Elizabeth, N.J.

LesStrang Adds Two

LesStrang Associates Advertising, Ann Arbor, Mich., has been appointed to handle advertising for Neon Lanterns Mfg. Co., Toledo, and National Educational Research Corp., Detroit.

Cascade Boosts McCorrmick

Cascade Pictures, Hollywood, has elected Jack McCorrmick to the new post of vp in charge of finance. He has been comptroller and business manager for the company.

Kelner to Lambert & Feasley

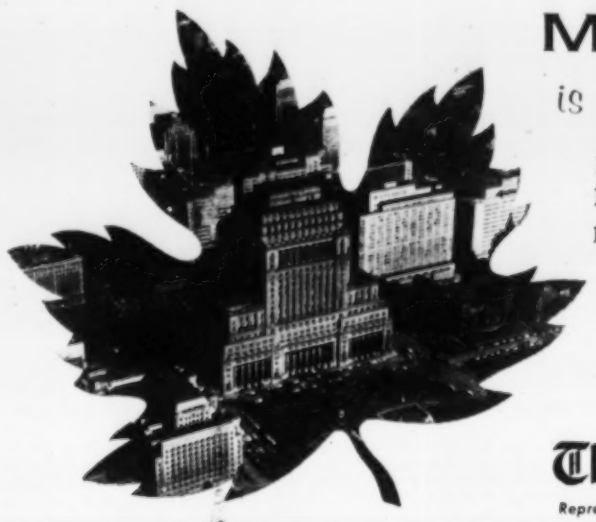
Stephen P. Kelner has joined the marketing department of Lambert & Feasley, New York, in charge of premium promotion planning.

Henri Names Johnson VP

Henri, Hurst & McDonald, Chicago, has appointed J. Donald Johnson a vp. Mr. Johnson, an account executive, joined the agency in 1959.

Masla & Co. Expands

Jack Masla & Co., radio and tv station representative, has moved to larger quarters at 575 Madison Ave., New York.



MONTREAL
is Canada's largest City

In this dynamic, two-language Metropolis, the Star gives you powerful coverage and deep penetration of the English market. Ask for the facts. ABC Circulation over 193,000.

The Montreal Star
Represented nationally by O'Mara and Ormsbee, Inc.

ACT 1, SCENE 1

R. L. Polk & Co. puts largest selective circulation list on computers

R. L. Polk & Co. announces the opening of its new Electronic Circulation Center, where high-capacity computers of the latest design now process the World's Largest Selective Circulation List for the Direct Mail Advertising Division. The Polk Company also announces the expansion of equipment in its Electronic Statistical Center to include the newest and most advanced computers in commercial use.

In the Electronic Circulation Center, readily available to advertisers for personal, persuasive direct mail advertising, are the names of millions of selected consumers—enough to populate 30 cities the size of Detroit.

Each of the millions of U. S. consumers not only is identified by name and address—but also by a record of what he has bought and what he is most likely to buy.

The computers can select prospects individually . . . from a single prospect up to millions—can select them geographically . . . by state, county, city, neighborhood, postal zone, census tract. It can select prospects by make and year model of car owned—can select them in small groups for their nearness to specific retail outlets, or by the economic character of their neighborhoods.

As new information becomes available on each consumer, the computers prepare a new individual profile. Thus, the advertiser using Polk circulation for his direct mail advertising is assured of the most accurate, up-to-date information on his prospects.

The Electronic Circulation Center is fully integrated with Polk's Electronic Statistical Center, which produces and interprets automotive market data by computer.

The combined computer operation places a wealth of statistical, advertising and marketing information in the hands of Polk clients today . . . assures even more for the future. A Polk man will be glad to discuss its application to your business.

R·L·POLK & CO.
publishers
431 HOWARD STREET • DETROIT 31, MICHIGAN
CITY DIRECTORY DIVISION • DIRECT MAIL DIVISION • BANK DIRECTORY DIVISION
MOTOR STATISTICAL DIVISION • MOTOR LIST DIVISION • BANK BUSINESS DEVELOPMENT DIVISION
Offices in principal cities of U. S. and Canada

multiply results
with PHOTO-MATIC PHOTOS
GENUINE GLOSSY PHOTOS
Sharp! brilliant!

	Quantity	5 x 7	8 x 10
Singleweight Glossy Prints	25	$ 2.75	$ 4.00
	50	4.50	6.00
	100	8.00	9.50
	250	17.50	22.50
	500	30.00	42.50
	1000	55.00	75.00
	Negative	1.15	1.65

Call or write for complete kit, showing new low-cost color printing samples.

59 E. Illinois Street
Chicago 11, Illinois
Phone: WH 4-2929

PHOTO MATIC

Compromise Replaces Creativity as Advertisers, Agencies Grow: Stephenson

LUBBOCK, TEX., Sept. 5—Mediocrity in American business has resulted as big advertisers and big agencies have turned away from creativity in favor of committee compromise, according to Clay W. Stephenson of Clay Stephenson Associates, Houston agency.

"In our constant drive to be bigger rather than better we have unwittingly made mediocrity a standard of excellence," said Mr. Stephenson in an address to the Lubbock Advertising Club last week. "Bigness is a waste," continued Mr. Stephenson, "it is obesity . . . Fat breeds weakness and inefficiency . . . it condones mediocrity in the name of standardization . . . it encourages procrastination and vacillation in decision-making."

■ Individuals, not executive committees, have been responsible for great accomplishments in industry and throughout the world, in Mr. Stephenson's opinion. But as business grows bigger, "it tends to repudiate this very premise on which its success was initiated."

Comparing business' tendency to compromise with the actions of Neville Chamberlin at Munich, Mr. Stephenson said: "We have compromised our ideals, our morals, even our talent for creativity and industry, and again, we're hardly aware that we've done it."

■ Mr. Stephenson noted that today big business admires not the creative thinker but the compromiser . . . "the so-called 'organization man' who has sold out his ideals and sacrificed his right to think for the soft warmth of security."

Mr. Stephenson went on to charge that more and more marketers are quantity-conscious and are disregarding quality as a selling feature. Discount selling, in his opinion, has begun to replace creative salesmanship.

Turning his guns on the advertising industry, Mr. Stephenson said, "Much of today's most imitative and wasteful advertising is a product of the nation's largest agencies."

They, too, he said, have, as they grew larger, shunned the creative thinking of the individual in favor of the ponderous committee.

"The natural successor to the committee system," he said, "is the mechanical brain."

■ To solve this enormous problem the advertiser must, according to Mr. Stephenson, trim off the excess weight he has acquired in the process of growth.

"He must recognize the threat of mediocrity and waste inherent in overreliance on the committee system of doing business, and he must devise realistic means of stimulating individual thinking."

Returning to his attack, Mr. Stephenson said, ". . . the majority of today's slide rule advertising is not really bad advertising, it is sterile advertising . . . hence it is wasteful." #

Parsons, Friedmann Adds Four Accounts; Two Leave

Parsons, Friedmann & Central, Boston, has been named to handle advertising for Arafe Rubber Co.; American Cleaning Co.; and Westgate Shoppers' Park, Brockton, Mass., shopping center and industrial development. The agency has also been named to produce a marketing book for the Greater Boston Chamber of Commerce.

At the same time, Parsons, Friedmann has terminated its 12-year association with Smithcraft Corp., Chelsea, Mass., and its subsidiary, Contrex Co., because of "basic differences in marketing policies." Permatect, Framingham, Mass., has also terminated its relationship with the agency.

Cummins Changes Name

David Cummins & Associates, New Brunswick, N.J., has changed its name to Cummins, MacFail & Nutry. The new name does not alter executive responsibilities of individual members in the management group, nor does it reflect any change in ownership, Mr. Cummins, president, said.

Triangle Package to Fensholt

Triangle Package Machinery Co., Chicago, manufacturer of automatic and semi-automatic packaging machinery, has appointed Fensholt Advertising Agency, Chicago, to handle its advertising. Russell T. Gray Inc., Chicago, formerly handled the account.

"Well, we decided one thing, anyhow:
we include Charleston-Huntington and WSAZ-TELEVISION."

The decision to buy CHARLESTON-HUNTINGTON is easy to make because it's so easy to back up with sound dollars-and-cents facts. Two million industrious people spend $4 billion a year in this dynamic 4-state, 72-county market . . . in the very heart of the "American Ruhr" region of the great Ohio Valley. Here advertisers find close to half a million TV homes. And WSAZ-TELEVISION is the *only television station* that covers these homes. For WSAZ-TELEVISION *created* this market, through its power and programming. Ask your Katz Agency man for further facts about this newest Goodwill Station, and why it definitely belongs on your must-buy list.

WSAZ TELEVISION
CHANNEL 3 CHARLESTON - HUNTINGTON
DIVISION: THE GOODWILL STATIONS, INC.

IN HOUSTON...

It Takes The Evening Newspaper To Reach And Sell

163,000

WORKING WOMEN

- 163,000 working women (over half of these are "overtime housewives") have no time to spare in the morning.
- These 163,000 working women alone earn over $423,000,000 annually . . . control millions more earned by other members of their families . . . make 80% of all purchases for their entire households.
- The Chronicle reaches working women in the evening when they are relaxing at home . . . motivates their next shopping trip.

Source: Belden Associates, Newspaper Households, Houston City Zone, 1961—Texas Employment Commission

It Takes The Evening Newspaper To Reach And Sell

HOUSTON HOUSEWIVES

57%

OF HOUSTON'S NEWSPAPER READING HOUSEWIVES HAVE MORE TIME TO READ A NEWSPAPER IN THE EVENING!

Time Preference	*Newspaper Households*
Evening	57%
Evening-Morning	12%
Morning	24%
Don't Know	7%
Total	100%

Houston Is An Evening Newspaper Market ... And The Evening Newspaper In Houston Is The Chronicle!

Member The TEXAS GROUP

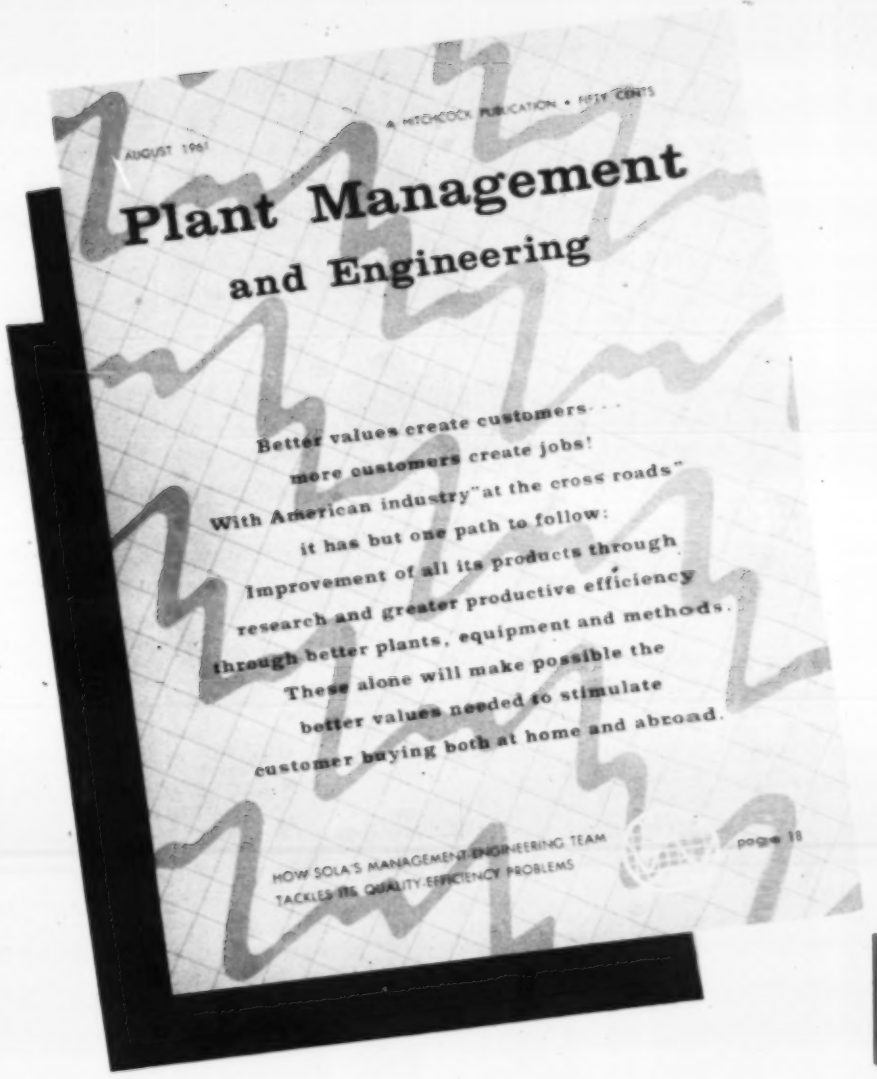
THE HOUSTON CHRONICLE

In Houston, The Chronicle Is Your Must Buy!

Read By More Houstonians Than Any Other Newspaper

The Branham Company—National Representatives

For the men in industry *who plan for tomorrow*


A HITCHCOCK PUBLICATION • FIFTY CENTS
AUGUST 1961
Plant Management
and Engineering
Better values create customers . . .
more customers create jobs!
With American industry "at the cross roads"
it has but one path to follow:
improvement of all its products through
research and greater productive efficiency
through better plants, equipment and methods.
These alone will make possible the
better values needed to stimulate
customer buying both at home and abroad.
HOW SOLA'S MANAGEMENT-ENGINEERING TEAM
TACKLES ITS QUALITY-EFFICIENCY PROBLEMS
page 18

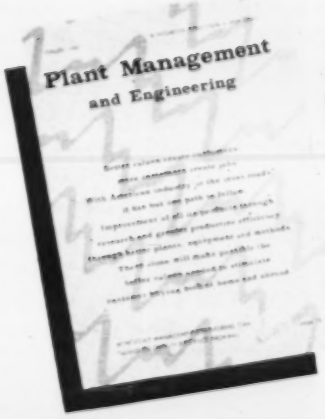
Operating and Engineering Management are working as a team to close the obsolescence gap that threatens our production industries that have made America the industrial leader of the world. Plans are being expedited for plant and equipment modernization that will increase our productive efficiency and reduce costs to meet these increasing competitive conditions of a rapidly industrializing world.

To motivate these plant modernization plans so urgently needed by American industry requires the action and intra-action of many men on all levels of management—the team. Operating and Engineering Management—"the men in industry who plan for tomorrow—are working as a team to meet these problems of industrial modernization. This teamwork of Operating and Engineering Management is vital today if we are going to win this economic war and survive in this "decade of challenge."

PLANT MANAGEMENT and ENGINEERING was founded in 1950 and today is completely new in publishing concept, format and style.

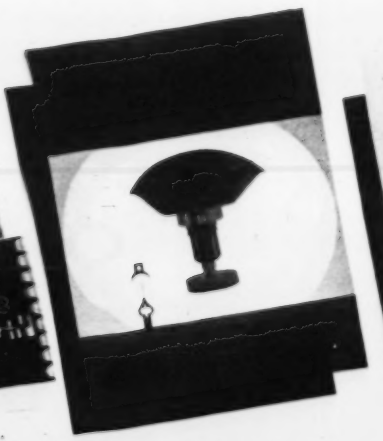
- **New and improved paper stock, type faces, engravings**
- **New photographic and illustration techniques**
- **New circulation coverage and penetration with a circulation of 50,100 all directed to and specifically published for "the men in industry who plan for tomorrow."**

ITCHCOCK PUBLISHING COMPANY
HITCHCOCK BUILDING • WHEATON, ILLINOIS
Publishers of Business Magazines and Directories Since 1898
BOSTON, NEW YORK, CLEVELAND, CINCINNATI, DETROIT, CHICAGO, LOS ANGELES, SAN FRANCISCO



PLANT MANAGEMENT and ENGINEERING
"For the men in industry who plan for tomorrow"
Published since 1950 — Circulation 50,100

MACHINE and TOOL BLUE BOOK
HITCHCOCK'S MACHINE and TOOL DIRECTORY
"For the men of action in metalworking"
Published since 1906 — Circulation 60,260
Circulation (Directory) 30,000



GRINDING and FINISHING
"For better production and finishing with abrasives."
Published since 1955 — Circulation 32,000

CUTTING TOOL ENGINEERING
"For better production, quality and cost."
Published since 1955 — Circulation 28,000

ASSEMBLY & FASTENER ENGINEERING
HITCHCOCK'S ASSEMBLY & FASTENER DIRECTORY
"Better design and engineering for assembly."
Published since 1958 — Circulation 31,000
Circulation (Directory) 23,000

HITCHCOCK'S SERVICE

Marketing • Research • Merchandising • Promotion

HITCHCOCK DIVISIONS: TECHNICAL BOOKS

For the men of action *in metalworking*

The use of better machines, tools and production methods has made America the greatest industrial power in the world today and has brought our peoples the highest living standards in the history of man. However, today our efficient productive capacity is being eroded by the accelerating factor of obsolescence. If we are to win this economic war and maintain our economic leadership, we must completely modernize all of our machines and tools and our total production methods or we could lose this economic war.

The MACHINE and TOOL BLUE BOOK, serving the metalworking industry since 1906, today has—

- **new publishing concepts**
- **new editorial ideas**
- **new covers**
- **new dynamic editorial illustrations and photographs**
- **new editorial engravings and offset printing**
- **new high quality paper and printing ink—**

—to serve our readers with an editorial compression—of total industry developments of vital importance—that gives it the most important editorial impact in the metalworking industry.

New circulation coverage and penetration with a circulation of 60,260 gives the MACHINE and TOOL BLUE BOOK the largest circulation of the major publications serving the metalworking industry.

Since 1951 HITCHCOCK'S MACHINE and TOOL DIRECTORY has been the most comprehensive Directory serving the entire metalworking market and is the industries primary guide in the purchasing of metalworking equipment and supplies.

A circulation of over 30,000 copies brings this handy desk-size Directory to the key buying influences in the metalworking industry where it's used and re-used at the time of selection and purchase for a full year.

HITCHCOCK'S WOOD WORKING DIGEST
HITCHCOCK'S WOOD WORKING DIRECTORY
"For the management men in woodworking."
Published since 1898 — Circulation 20,100
Circulation (Directory) 15,000

METROPOLITAN TRANSPORTATION
"Coordinated transportation for modern American cities."
Published since 1904
Circulation 12,000

SCHOOL BUS TRANSPORTATION
"Modern transportation for modern education."
Published since 1956
Circulation 22,000

DEPARTMENTS
Reader Service • Direct Mail
SPONSORED MAGAZINES • INTERNATIONAL

Marketing Department
HITCHCOCK PUBLISHING COMPANY
Hitchcock Building • Wheaton, Illinois

Please send complete information on the following Hitchcock magazines, directories and their markets.

- ☐ Assembly & Fastener Engineering
- ☐ Machine and Tool Blue Book
- ☐ Hitchcock's Wood Working Digest
- ☐ Metropolitan Transportation
- ☐ School Bus Transportation
- ☐ Hitchcock's Assembly & Fastener Directory
- ☐ Hitchcock's Machine and Tool Directory
- ☐ Hitchcock's Wood Working Directory
- ☐ Cutting Tool Engineering
- ☐ Grinding and Finishing.
- ☐ Plant Management & Engineering

*Company*_____

*Street*_____

*City*_____ *Zone*_____ *State*_____

*Name*_____

*Title*_____

Mail Users Attack 'Washington News' 'Junk Mail' Stories

WASHINGTON, Sept. 5—Use of the term "junk mail" in news stories has touched off a drive by Associated Third Class Mail Users to convince major Washington advertisers that they should not spend money with the *Washington Daily News*, Scripps Howard newspaper here.

The association's general manager, Harry J. Maginnis, circularized a selected list of *Daily News* advertisers with a report last Friday that he has been protesting the use of the term in stories by L. K. Birkwell, *Daily News* reporter.

■ Addressing his letter to *News* advertisers who also use direct mail, he said. "You should resent it, if not out of self-respect, then in consideration of your stockholders. Since you pay good dollars for the *News*, your voice will be heard."

A second letter Tuesday said, "I suggest you give serious thought to the advisability of paying good advertising dollars to the *News* when they are biting the very hand that feeds them."

Mr. Maginnis pointed to night-club ads which the *News* carries. "Ask Editor O'Rourke just what piece of your mail is 'junk'," he wrote. "I'll bet anything you want to bet that it will prove to be a lot more tasteful than his belly dancer ads." #

'SOUTHERN SENTINEL'—*Life Insurance Co. of Georgia, Atlanta, is using using this simulated 1891 newspaper as part of its international promotion, "70th Sell-E-Bration." 1891 is the year the company was founded. Liller, Neal, Battle & Lindsey, Atlanta, is agency.*

Gas Dryer Promotion Set in Philadelphia

PHILADELPHIA, Sept. 5—Using a theme "Over 50,000 thrifty owners make gas dryer first in Philadelphia," the Philadelphia Gas Works will conduct a 13-week advertising and sales promotion campaign for gas dryers, beginning Oct. 2 and continuing through Dec. 31.

The company also has scheduled a promotion of gas ranges for a 13-week period from Sept. 11 through Dec. 9.

■ This marks the eighth consecutive year that the dryer program has been sponsored for all brand gas dryer manufacturers and includes an extensive color advertising program in local newspapers as well as elevated and subway cards, and bus side panels.

Newspaper ads will be placed on two Mondays and a Tuesday during October, a Monday and Tuesday in November and the first Monday in December, in conjunction with the Christmas buying season.

The utility cooperative advertising allowance will be 25% of all approved local retail advertising featuring gas dryers which bear the AGA seal of approval. Arndt, Preston, Chapin, Lamb & Keen here is handling the ad campaign. #

Connelly Names Miller

Robert F. Miller has been appointed sales manager of the Connelly Organization, Philadelphia. Mr. Miller was formerly advertising manager of Fuller Co., Catasauqua, Pa.

John Riordan Joins Remsen

John H. Riordan, formerly an account executive of Geyer, Morey, Madden & Ballard, has joined Remsen Advertising, New Haven, as an account supervisor.

TODAY IN CANADA . . .

162,764 people* will read THE OTTAWA CITIZEN

will they get your sales message?

Ottawa represents one of Canada's richest, most receptive markets!

Annual retail sales are now more than $416,300,000. Personal disposable income is a solid $667,000,000—more than the combined total of Quebec City, Sudbury and Brantford.

To sell Ottawa best you must use The Ottawa Citizen. Number one in city circulation, it's the paper that penetrates deepest into this market of 400,400 people.

Circulation 69,578 A.B.C. September 30, 1960
*15 years of age and over

You get action when you advertise in
THE OTTAWA CITIZEN
A Southam Newspaper

The Southam Newspapers are:

THE OTTAWA CITIZEN
THE HAMILTON SPECTATOR
THE WINNIPEG TRIBUNE
THE CALGARY HERALD
THE NORTH BAY NUGGET
THE EDMONTON JOURNAL
THE MEDICINE HAT NEWS
THE VANCOUVER PROVINCE
(Published for Pacific Press Ltd.)

REPRESENTED IN THE UNITED STATES BY: CRESMER & WOODWARD INC. (CAN. DIV.), NEW YORK, DETROIT, CHICAGO, SAN FRANCISCO, LOS ANGELES, ATLANTA

People in any "Who's Who"...

...are deeply interested in what's what

NEARLY every business, profession or pursuit you can think of has its own "Who's Who." It lists the leaders, the initiators—those with the ideas and abilities.

Regardless of what roster singles them out, they share one characteristic. It is the need to be informed, to know what's what. They must be posted on the important news that affects their thinking, their plans, and their decisions.

There's something else they share in common, and that's their preference for "U.S.News & World Report" as the source of this important news.

We know this because we seek out all such rosters and regularly survey the people they list. These people consistently name "U.S.News & World Report" more often than any other news magazine as the one most important to them in their work—the one in which they place the most confidence.

What does this mean to advertisers? It means their messages in "U.S.News & World Report" will get read by the people most important to them—in business, industry, finance, government, the professions, the community. By men at the top and those on the way to the top—by buyers, not just by-standers. It means more prospects and customers per advertising dollar because "U.S.News & World Report" covers the "Who's Who" of their customer markets.

The list of these leadership groups surveyed is a long one. It includes, for example, the people listed in—

- "Who's Who in America"
- "Who's Who in Commerce & Industry"
- "Moody's Industrial Manual"
- "Dun & Bradstreet's 'Million Dollar Directory' "
- "Congressional Directory"
- "Editor & Publisher International Year Book"
- "Directory of National and International Labor Unions"

—and many others of special importance to your advertising. And, as noted, when surveys have been extended to include the middle management men—the men on the way to the top—the preference for "U.S.News & World Report" continues to prevail.*

"U.S.News & World Report" attracts such high-position, high-income people for a simple reason. It's the only magazine that concentrates entirely on the essential news. It prints more of this news than any other news magazine—much of it carried by no other publication.

That's why more and more readers and more and more advertisers consider "U.S.News & World Report" to be **... the most important magazine of all**

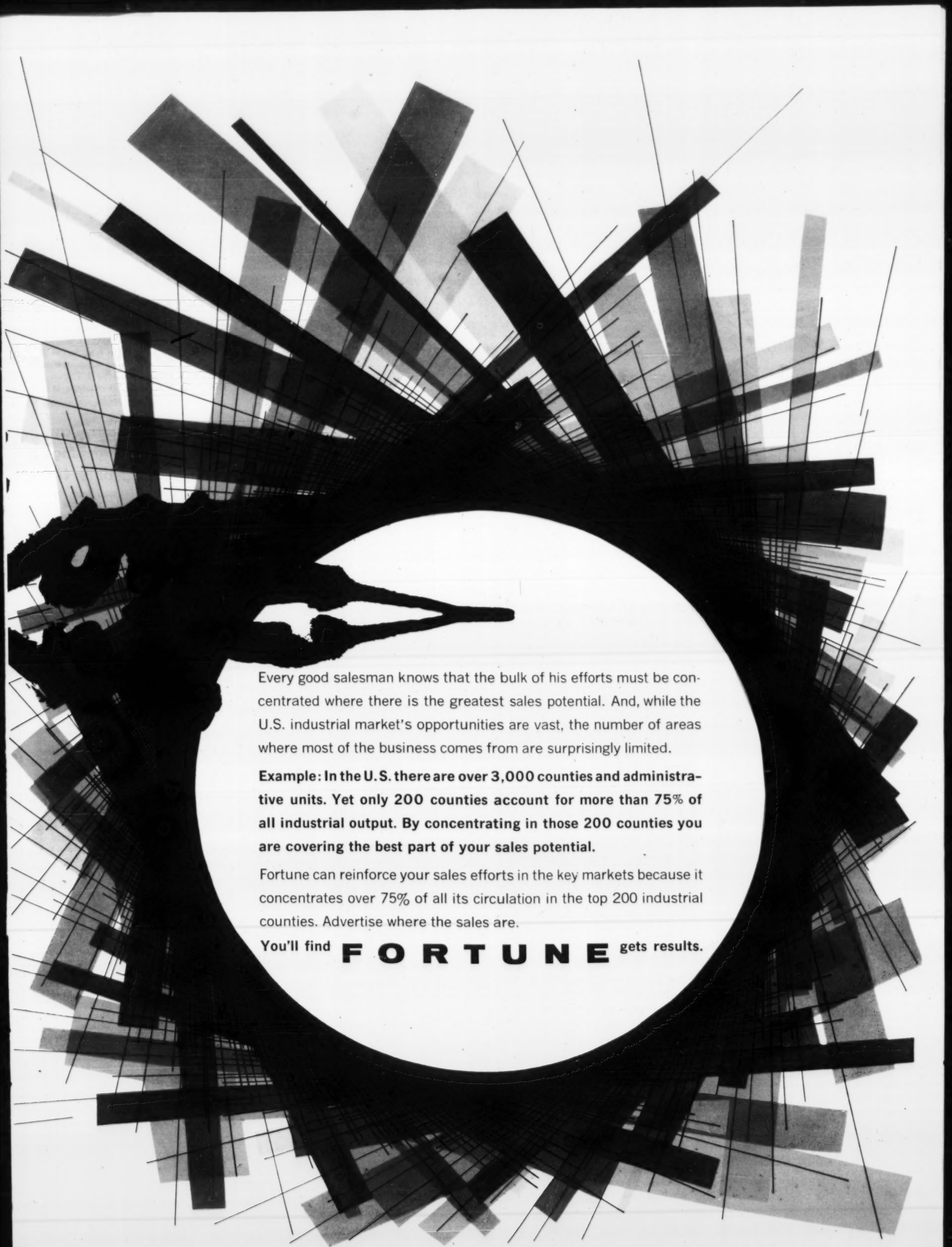
U.S.NEWS & WORLD REPORT

America's Class News Magazine

Now more than 1,200,000 net paid circulation

*You'll want to see the most recent of these surveys conducted among both top and middle management of America's leading companies in all major industries—those listed in Dun & Bradstreet's "Million Dollar Directory." Ask your agency or our advertising offices at 45 Rockefeller Plaza, New York 20, N. Y. Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.

Concentration



Every good salesman knows that the bulk of his efforts must be concentrated where there is the greatest sales potential. And, while the U.S. industrial market's opportunities are vast, the number of areas where most of the business comes from are surprisingly limited.

Example: In the U.S. there are over 3,000 counties and administrative units. Yet only 200 counties account for more than 75% of all industrial output. By concentrating in those 200 counties you are covering the best part of your sales potential.

Fortune can reinforce your sales efforts in the key markets because it concentrates over 75% of all its circulation in the top 200 industrial counties. Advertise where the sales are.

You'll find FORTUNE gets results.

"I PAY EXPENSES TO SURVEY THE MARKET . . . NOT BUY THE TOWN!"

The South Bend market is *worth* researching, but it needn't cost you anything to get the facts. There are two important things to know:

1. The South Bend metro area has the state's highest household income — $7,987!
2. Within this market WSBT-TV's share of sets in use is 41%, sign-on to sign-off.*

We will gladly furnish additional facts. But the big points are, this market can afford your product and you can cover this market economically with WSBT-TV.

*Nielsen Survey, Feb. 20 - March 19, 1961

CBS TELEVISION NETWORK

WSBT-TV

SOUTH BEND, INDIANA

Channel 22

PAUL H. RAYMER, NATIONAL REPRESENTATIVE

Bates Elected Commander

Richard A. Bates, account executive of O'Mara & Ormsbee, Chicago, has been elected commander of the Chicago Post No. 170 of the American Legion. Other new officers include Irving D. Auspitz, Edward H. Weiss & Co., 1st vice-commander; William E. Sandford, *Chicago Sun-Times*, 2nd vice-commander; William M. Fleischman, Katz Agency, 3rd vice-commander; Bernard Slavin, H-R Representatives, adjutant to the post; and Lawrence H. Ashcroft, Mandabach & Simms, finance officer.

Wright Joins Western

Thos. W. Wright has joined Western Advertising Co., Clearwater, Fla., as manager. Mr. Wright was formerly advertising manager of Ankr-Trim Co., Clearwater, and former owner of Country Life Graphic Arts, Garden City, N.Y. Western is a new agency, owned by O. A. White, with offices at 1921 U.S. 19 South.

CAMERA SHY—*A torn-up photograph symbolizes the plight of women in need of a Flexees foundation garment in this new b&w campaign breaking in the Sept. 1 Vogue. Irving Serwer Advertising is the agency.*

ARE YOU HERE

These are the advertisers and their agencies who are utilizing the power and impact of The Texas Group to presell their products throughout Texas. They know that with The Texas Group they get five top Texas markets wrapped in one package of 6,400,000 people in 152 counties spanning Texas and representing two-thirds of the State's total spendable income. These leading advertisers know, too, that the 880,000 Texas Group daily circulation is concentrated where the market is located, and that each copy of a Texas Group newspaper carries the prestige and intimacy of its local environment – a valuable plus unequalled by any other advertising medium.

Advertisers

American Airlines, Inc.
American Dairy Association
American Motors Corp.
American Safety Razor Corp.
The American Tobacco Co.
Arrow Food Products
James B. Beam Distilling Co.
Bell & Company, Inc.
Ezra Brooks Whiskey
Brown Beauty Foods
Brown & Williamson Tobacco Corp.
Carter Products, Inc.
Chrysler Corp.
Church Finance Consultants
Clark-Cleveland, Inc.
Colgate-Palmolive Company
Hal Collins Company
Colorado Visitors Bureau of Information
Comet Rice Mills
Corn Products Company
Duncan Hines Foods
Eastern Penn Cigar Company
Eastman Kodak Company
S. M. Edison Chemical Company
Faultless Starch Company
Fernack Company
J. A. Folger & Company
Friedrich Refrigerator Company
Foremost Dairies, Inc.
Fort Worth & Denver
The Frito Company
General Foods Corp.
General Mills, Inc.
Gerber Products Company
Geriatric Labs, Inc.
Gerth's Realty Company
Glazer's Wholesale Drug Co., Inc.
H. J. Heinz Company
Heublein, Inc.
George A. Hormel & Company
Lewis Howe Company
Humble Oil & Refining Company
Government of India Tourist Information
Ireland's Bar-B-Que
Japan Air Lines
Johnson & Johnson
The Justin Company
Knox Company
L & O Manufacturing
Lavoptik Company, Inc.
Jerome Levy Horticultural Center
Liggett & Meyers Tobacco Co.
Lone Star Brewing Company
Lone Star Company
Mead Johnson & Company
Mentholatum Company
Mobil Company
Moral Rearmament
Mount Elbert Lodge
National Casualty Company
National Distillers & Chemical Corp.
New Mexico Dept. of Development
North American Phillips Co., Inc.
Old American Insurance Co.
Ostrex Tonic
Pacific Hawaiian Products
Pearl Brewing Company
Phillips 66 Gasoline
Pillsbury Company
Lydia E. Pinkham Medicine Company
Plan Foods & Research Company
Procter & Gamble Company
Purex Corporation
The Quaker Oats Company
Radiator Specialty Company
R. J. Reynolds Tobacco Company
Schenley Industries, Inc.
Seagram-Distillers Company
Shedd-Bartush Foods, Inc.
Sheraton-Dallas Hotel
Siroil Laboratories, Inc.
Skinner Mfg. Company
Skyline Guest Ranch
Sorbol Company
Southern Pacific
Southwestern Greyhound Lines
Southwestern Life Insurance Co.
A. E. Staley Mfg. Company
Stanback Company, Ltd.
Standard Brands, Incorporated
Standard Reference Works, Inc.
Standard Tool & Die Works
Star-Kist Foods, Inc.
Stearns Electric Paste Company
James R. Stewart Hotel
Studebaker-Packard Corporation
Sunshine Biscuits, Inc.
John H. Swisher & Sons, Inc.
Tarrant Wholesale Drug Company
Tennessee Div. of Information
Texas Yellow Pine
Telluride Chamber of Commerce
Texize Chemicals, Inc.
Thompson Golf Company
Trans-Texas Airways
Union Pacific R. R. Company
U. S. National Student Association
Van Munching & Company, Inc.
Vogarell Products Company
Volkswagon Dealers
Hiram Walker, Incorporated
Watermaster Company
Whitehall Laboratories — Div. American Home Products Corporation

Agencies

Adams & Associates, Inc.
Alan Advertising Agency, Inc.
The Ralph Allum Co., Inc.
Claude Aniol & Associates
N. W. Ayer & Son, Inc.
Batten, Barton, Durstine & Osborn, Inc.
Ted Bates & Co., Inc.
Don L. Baxter, Inc.
Benton & Bowles, Inc.
Sam Bloom Adv. Agency, Inc.
Bozell & Jacobs, Inc.
Bruce B. Brewer & Co.
Leo Burnett Co., Inc.
Campbell-Mithun, Inc.
Chace Company
Clark & Bobertz, Inc.
Cohen & Aleshire, Inc.
Herbert W. Cohon Co., Inc.
Coggin Advertising Co.
Compton Advertising, Inc.
Cunningham & Walsh, Inc.
Dancer-Fitzgerald-Sample, Inc.
D'Arcy Advertising Co.
W. B. Doner & Co.
Doyle-Dane-Bernbach, Inc.
William Esty Co., Inc.
Lawrence Fertig & Co.
Fletcher Richards, Calkins & Holden, Inc.
Foote, Cone & Belding
Gandy-Owens Advertising
Geyer, Morey, Madden & Ballard, Inc.
Glenn Advertising
Gordon International
Grant Advertising, Inc.
Monroe Greenthal Company
Grey Advertising Agency, Inc.
Lawrence C. Gumbinner Advtg. Agency, Inc.
Henderson Advertising Agency
John F. Hunt Advertising
The Jordan Company
Kastor, Hilton, Chesley, Clifford & Atherton, Inc.
Kenyon & Eckhardt, Inc.
Kleppner Co.
Knox Reeves Advertising, Inc.
Kudner Agency, Inc.
Lambert & Feasley, Inc.
C. J. LaRoche & Co., Inc.
Lennen & Newell, Inc.
Leonard Advertising Agency
John R. Little Advertising
MacManus, John & Adams, Inc.
Maxon, Inc.
McBride Advertising Agency
McCann-Erickson, Inc.
C. F. McIntyre & Associates
Charles H. Meeks Co., Inc.
Miller Advertising Agency, Inc.
John F. Murray Advtg. Agency, Inc.
Nahas-Blumberg Adv. Co.
Newman-Lynde & Associates
North Advertising, Inc.
Olian & Bronner, Inc.
Piedmont Advertising Co.
Presba & Muench, Inc.
Prescott & Pilz, Inc.
Atherton Moggee Privett, Inc.
Earle Racey Advertising Co.
Rogers & Smith Advertising Agents, Inc.
R. Jack Scott, Inc.
James C. Seix Co., Inc.
Selders-Jones-Covington, Inc.
Allen Smith Advertising Co.
Barton A. Stebbins Co.
Stern, Walters & Simmons, Inc.
Stockwell & Marcuse
Sullivan, Stauffer, Colwell & Bayles, Inc.
J. Walter Thompson Co.
Tracy-Locke Co., Inc.
Valentine-Radford Adv. Agency
Van Roberts Advertising
Venet Advertising
Warwick & Legler, Inc.
Erwin Wasey, Ruthrauff & Ryan, Inc.
Milton Weinberg Adv. Co.
Edward H. Weiss & Co.
White & Shuford Advertising
Len Woolf Company
Wyatt Advertising
Young & Rubicam, Inc.

WALK WITH THE LEADERS

It's easy — write one order — earn up to 23% in discounts

The TEXAS GROUP

nationally represented by The Branham Company

* BEAUMONT ENTERPRISE AND JOURNAL
* DALLAS TIMES HERALD
* FORT WORTH STAR-TELEGRAM
* HOUSTON CHRONICLE
* SAN ANTONIO EXPRESS AND NEWS

Court Upholds Law Creating Washington Food Promotion Units

OLYMPIA, WASH., Sept. 5—The Washington state supreme court has upheld the constitutionality of a 1955 agricultural enabling act that set up five commodity commissions to promote farm products.

The act created commissions for wheat, commercial potatoes, seed potatoes, fryer chickens, and bulbs. Currently, the most active promotion campaigns are those of the Washington State Potato Commission (AA, April 24) and Washington Fryer Commission (AA, Aug. 7).

■ The test of the constitutionality had been brought by three wheat growers, who challenged the law in connection with establishment of a wheat commission. Last year a lower court ruled for the three wheat growers that the law was unconstitutional. The state supreme court, however, unanimously reversed the lower court. The high court held that the assessment on growers on a per-bushel basis was legal and "imposed for the privilege of carrying on a business activity."

The court also ruled that funds collected by the commissions are not state funds and therefore need not be deposited in the state treasury. #

AviSun Appoints Hanlon Advertising Manager

AviSun Corp., Philadelphia, has appointed Joseph T. Hanlon manager of advertising.

Prior to joining AviSun, Mr. Hanlon was advertising and sales promotion manager of Crown Cork & Seal Co., with which he was associated for 23 years. AviSun, equally-owned affiliate of American Viscose Corp. and Sun Oil Co., manufactures polypropylene resin, film and fiber.

Joseph T. Hanlon

Cramer-Krasselt Adds One

The Wisconsin Conservation Department, Madison, has appointed Cramer-Krasselt Co., Milwaukee, to handle its travel and recreational advertising account. Arthur Towell Inc., Madison, formerly handled the account.

Are You A Perceptive Adman?

Among The Consumer Magazines Used By MIRRO Are...

McCall's

LADIES' HOME JOURNAL

Good Housekeeping

Better Homes and Gardens

Parents' MAGAZINE

and ?

TURN PAGE AND SEE HOW PERCEPTIVE YOU ARE...

It's the new way to say "Modern"...

say **MIRRO**

Easy-Over Covers and Jet-Stream Styling bring the future to you, today!

The touch of tomorrow is everywhere in this brilliant new group of utensils. There's a generation-ahead look in their sleek Jet-Stream styling . . . in the simplicity of their so-sensible Easy-Over covers.

To make your kitchen prettier and your cooking fun again, ask for MIRRO, the finest, friendly-to-foods aluminum, by name.

GREATEST COOKWARE IMPROVEMENT IN A GENERATION

Prices range from **$1.25** for ½-qt. saucepan to **$8.45** for 16-qt. covered saucepot. (Slightly higher in West.)

Guaranteed by Good Housekeeping

COMMENDED PARENTS MAGAZINE

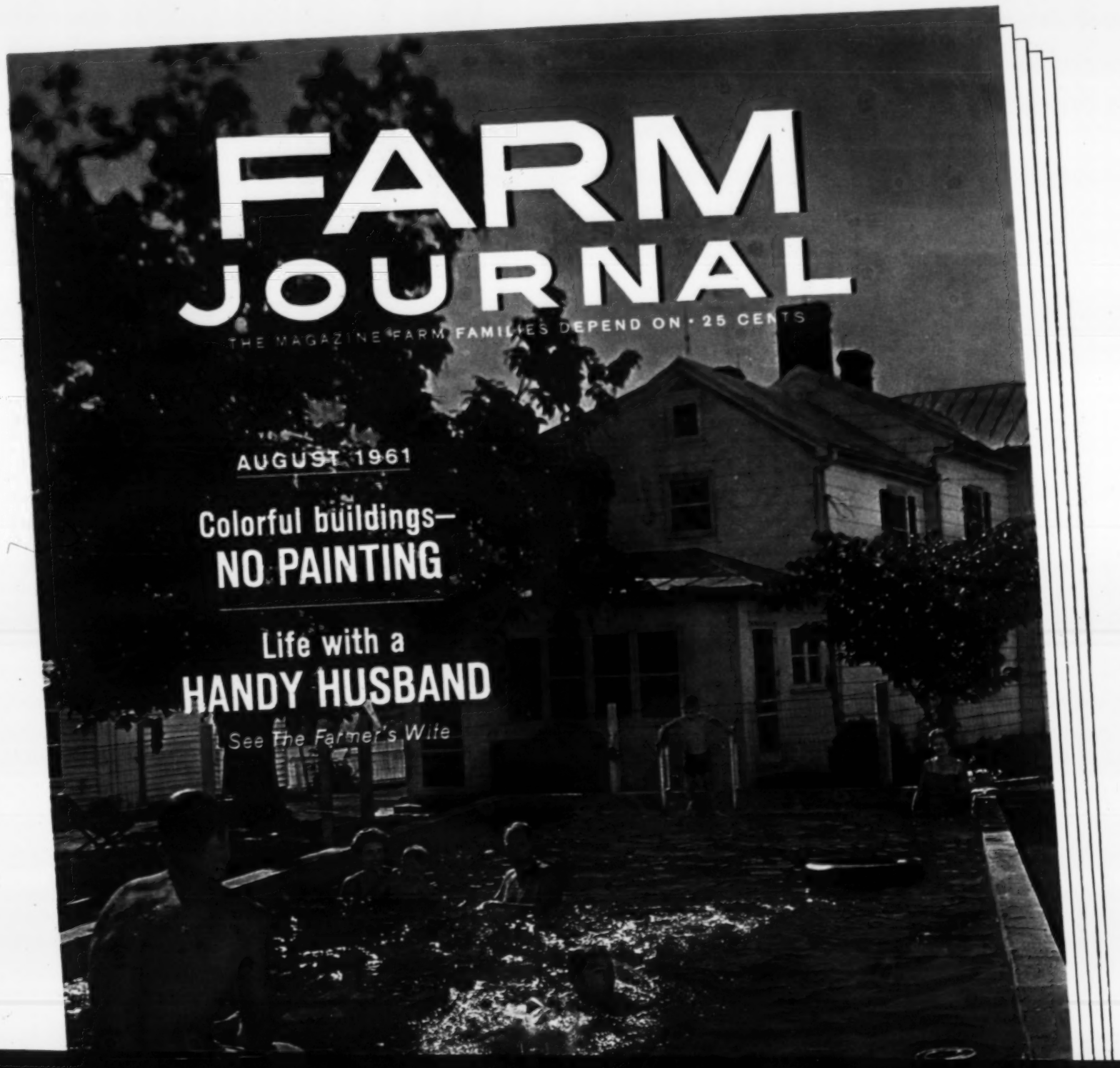
your best buy... **MIRRO** THE FINEST ALUMINUM

MIRRO Foil PURE ALUMINUM WRAP

finest for cooking, wrapping, freezing

MIRRO ALUMINUM COMPANY • MANITOWOC, WISCONSIN
World's Largest Manufacturer of Aluminum Cooking Utensils

PERCEPTIVE **MIRRO** ADMEN CHOOSE...



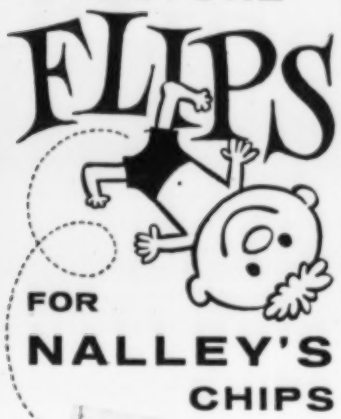
because FARM JOURNAL'S 3 million families prepare 37 million more meals at home per week!

Based upon U.S. Government studies, that's the difference between 3 million urban families and FARM JOURNAL's 3 million families when it comes to meal preparation. And, 37 million more meals prepared at home per week call for lots of cookware. Leading advertisers (like MIRRO) know that there's plenty cooking in the country—and FARM JOURNAL keeps the pot boiling.

PERCEPTIVE admen
pick RECEPTIVE audiences

FARM
JOURNAL

EVERYONE



FOR

NALLEY'S

CHIPS

GOLDEN BROWN, CRUNCHY POTATO CHIPS! GREAT!

★ ★ ★

Everything NICE comes from NALLEY'S

FLIP—*Nalley's Ltd., Vancouver, will use bus cards, radio and small newspaper ads like this throughout western Canada for its potato chips, pickles and Lumberjack syrup this fall. Brown, Mitchell & Wright is the agency.*

Radio Outdrew TV in Summer Weeks, Sindlinger Reports

NEW YORK, Sept. 5—He still has four weeks to go, but Kevin B. Sweeney, president of the Radio Advertising Bureau, already is feeling very sure of himself about the summertime listening prediction he made earlier this year.

Mr. Sweeney forecast that radio would reach more people than its arch competitor television during at least 12 weeks of the sweltering summer months. The prognostications of radio's top salesman have proved accurate for seven weeks so far. By Sindlinger & Co.'s count, radio's daily audience has topped television's for seven consecutive weeks, starting with the week ending June 30th.

Here are the complete figures of the average number of persons exposed for summer '61, available to date from Sindlinger:

Week Ending	Radio (000)	Television (000)	% Radio Over Tv
Aug. 11, 1961	93,585	87,380	+ 7.1%
Aug. 4	93,152	87,462	+ 6.5
July 28	92,913	87,549	+ 6.1
July 21	92,700	87,455	+ 6.0
July 14	92,305	87,660	+ 5.3
July 7	96,022*	86,469	+11.0
June 30	91,609	88,850	+ 3.1

*Note—People who said they looked or listened during the day: Sindlinger did not specify the amount of time. #

WRUL Names Cornejo

Oscar Cornejo, formerly with Cunningham & Walsh as account manager in the international department, has been appointed director of sales of WRUL, New York, international shortwave station operated by Worldwide Broadcasting, a division of MetroMedia Inc.

'Professional Photographer' Bought; Changes Planned

Professional Photographer, Cleveland, has been purchased from the estate of the late Charles Able, founder and publisher, by Professional Photographers of America, Milwaukee.

The magazine's editorial offices will be moved to Milwaukee, and the book will be combined with *National Photographer*, the association's official publication.

Ronny Caire Names Leslie

James L. Leslie has been appointed to supervise public relations activities for Ronny Caire Advertising Agency, New Orleans. Prior to joining Caire, Mr. Leslie was head of his own advertising and public relations agency in New Orleans. He will bring his accounts to Caire, where he will act as supervisor for them.

Electronic Control to Conti

Electronic Control Products, Dunellen, N. J., manufacturer of systems designed for specific installation, has named Conti Advertising Agency to handle its business, a first appointment.

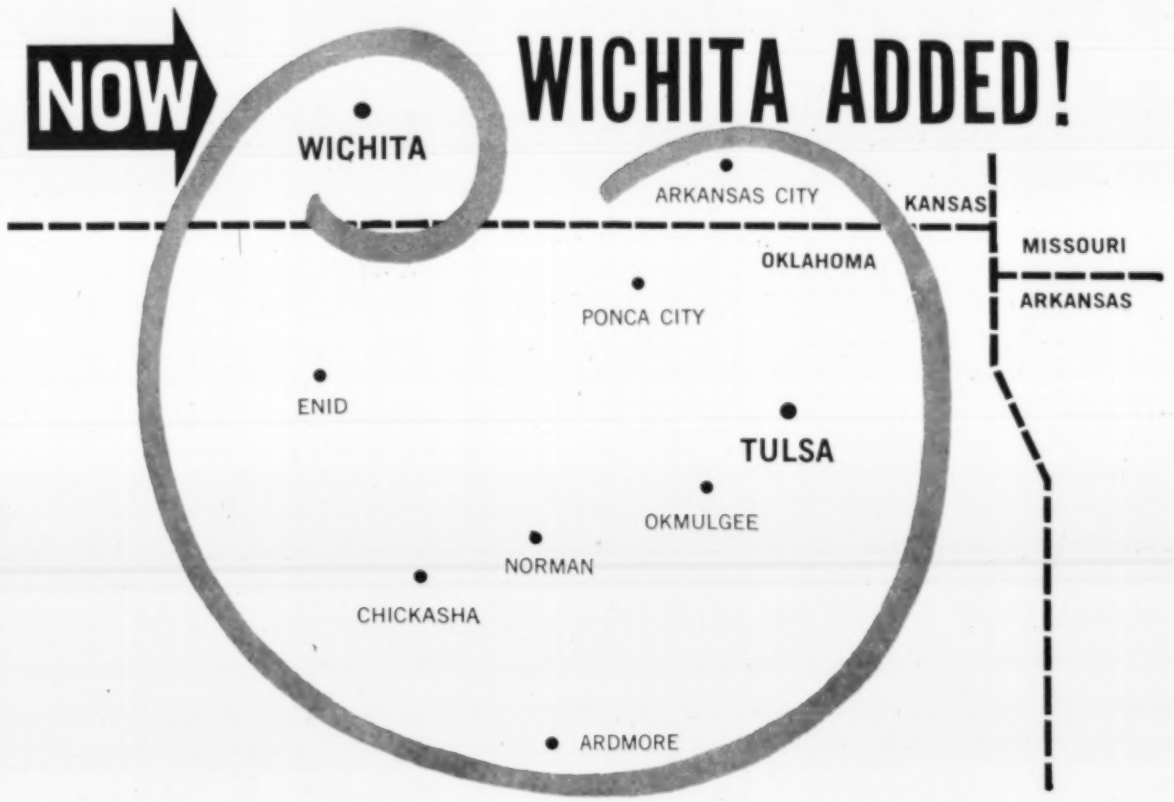
Gillen Joins WPRO-TV

Albert J. Gillen, formerly vp and director of sales of WAPI-AM-FM-TV, Birmingham, Ala., has been appointed general sales manager of WPRO-TV, Providence, R.I.

TOP ADVERTISING AGENCIES BUY COLOR TV

The move is to Color TV. N. W. Ayer & Son, Ted Bates, Campbell-Ewald, Compton, Dancer-Fitzgerald-Sample, Grey, Kenyon & Eckhardt, Lennen & Newell, Maxon, Inc., McCann-Erickson, J. Walter Thompson Company—(to be continued) all have Color TV shows this Fall. Learn more about Color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, N. Y., Tel: CO 5-5900

NOW WICHITA ADDED!



to BOOMING

"KNAPP-LAND"

To offer more select markets for progressive outdoor advertising campaigns, Knapp-Land now includes the flourishing Wichita, Kansas area as well as the heart of Oklahoma.

The new boundaries of Knapp-Land provide advertisers with maximum coverage of these markets with posters and painted bulletins.

for sales in this area, call . . .

KNAPP

ADVERTISING COMPANY

TULSA, OKLAHOMA

Tulsa* Ponca City* Enid* Muskogee*
Norman* Chickasha* Ardmore in Oklahoma
Wichita* Arkansas City* Hutchinson*
Newton* Wellington* Winfield in Kansas

1 FIRST in the United States among cities under 150,000 population.

6 SIXTH in the United States among ideal testing cities regardless of population.

2 SECOND of all testing cities in New England regardless of size.

source Sales Management

PORTLAND, MAINE

the testingest market in the country

PORTLAND PRESS HERALD • EVENING EXPRESS • SUNDAY TELEGRAM

94% coverage of ABC retail zone — 100% coverage of city zone — represented by Julius Mathews Special Agency

COKE BIRTHDAY—*Celebrating its 75th corporate birthday, Coca-Cola Co., New York, has published a special issue of its company magazine, "The Refresher." These two ads, a b&w newspaper ad from 1906 (at left) and a 1961 two-color newspaper ad are among the pictorial features in the publication.*

A Word* About the Duluth-Superior Market

or the Superior-Duluth Market, as the Case May Be, and It Is; or WMT's First Cousin Sounds Off.**

As the westermost terminus of the Great Lakes—St. Lawrence Seaway shipping route, Duluth-Superior is a major international market and port now in the midst of prosperous activity expected (even by non-WEBC'ers) to continue. This is hardly calculated to cause dancing in the streets of Manhattan, Chicago, and other hip megalopolises but it thrills us to the depths of our southermost terminus. We figure a little of the thrill may rub off on time buyers.

One Sieur DuLhut built a trading post hereabouts in 1678; people came to enjoy pelt pelf, scenery and skiing; before you knew it they were listening to WEBC. Meanwhile iron ore from the Mesabi flowed east, coal flowed west; grain flowed in all directions; the military built; flour mills bloomed; drydocks, paper mills and timber grew. We looked up one day and there was a $52 million weekly industrial payroll, which is nicer to meet coming than going.

We never did understand how they count these things, but there are 294 wholesale establishments hereabouts doing more than $312 million worth of business a year. The farm market is responsible for another $9½ million. When it gets down to big numbers, though, we shine in the grain dept. During the Seaway's first season over 86 million tons of grain were exported.

We're the second market in Minnesota (those other Twins top us). Cross the river and we're the second market in Wisconsin (Milwaukee, you know). Makes us kind of proud: second in two different states. Not many metro markets can make that claim, especially on Lake Superior.

No advt. of this type would be complete without a few ratings pratings. We have the largest share of audience (Pulse, Nov. '60) weekday mornings, weekday afternoons, weekday average, and Sunday afternoon. Weekday evenings? Tied for first.

We became WMT's cousin recently, thanks to the exchange of some stuff you put on the tambourine, and the approval of the FCC. As far as we know it hasn't had any bad effects, and we think it looks nice in our sig.

WEBC
Duluth-Superior
Represented by The Katz Agency, Inc.
560 kc 5,000 watts
Affiliated with WMT AM & TV, Cedar Rapids—Waterloo; K-WMT, Ft. Dodge

* 368, excluding sig.

** It sounds real in the Duluth-Superior market, or the Superior-Duluth market, as the case may be, and it is.

Coca-Cola Recalls Ad History, Marks 75th Birthday of Coke

ATLANTA, Sept. 5—Coca-Cola was first advertised on May 19, 1886. It went on to become the world's most widely advertised product. The story of this growth is told with unbounded adulation in a 75th anniversary edition of "The Refresher," a company house organ.

The 92-page edition is a reverent eulogy of Coke as a symbol of "a way of business life exemplary throughout the free world."

The details of this business—even Pepsi-Cola will probably admit—are impressive. "The Refresher" drops tidbits like these:

- Today, syrup sales of one month equal total sales of the first 25 years.
- Coca-Cola Co. has sold 300 billion drinks since 1886.
- Some 65,000,000 drinks of Coke are consumed daily today throughout the world.
- On an average summer day in the U.S., 21% of the population over eight years of age orders a Coke.
- Coca-Cola is available in the U.S. through 1,800,000 outlets.
- During the final game of the 1959 World Series, played in Los Angeles, 95,000 spectators had almost two Cokes apiece.
- Coca-Cola is the world's largest user of refined sugar.
- Coca-Cola "probably spends a larger percentage of its sales dollar for market research than any other company in the world."
- Coca-Cola has more salesmen in direct contact with retail outlets than any other product.
- In variety stores, Coke is the biggest seller and the highest profit earner at the soda fountain.

■ "The Refresher" reproduces some of the early Coke advertising, pointing out that from the start the company tried to present this product as "the unique drink." In advertising, it is noted, "fine artists were used instead of hacks; color instead of b&w; and full pages instead of bits of pages, always in an effort to create a most favorable impression upon the customer." #

Harvell Joins AFA

Quentin L. Harvell, formerly director of market research and promotion of the Indian Jute Mill Assn., has been named assistant to the president of the Advertising Federation of America, New York. He will coordinate educational activities of the advertising recognition program, and assume administrative responsibilities in legislative and educational activities.

Half Time!

The tension, the strain, the drama of high school football kicks off the September issue of Boys' Life. What else do they read in September? There's an *A. B. Guthrie, Jr.* short story, a *Margaret Mead* article, an *Ashley Montagu* biography, and an excellent nature study by *Durwood Allen*. No other youth magazine or periodical in America today delivers the kind of top flight editorial, month in and month out, that Boys' Life gives its readers. That's what makes a magazine.

Boys' Life has numbers, too—biggest circulation by far of any single youth publication —but that's only half the story. Ads look better in a good magazine. And when they look better they make better impressions. Every retailer knows the value of effective display. Why not compare magazines in the youth field? You'll *see* why Boys' Life offers the best display space for your ads.

BOYS' LIFE • 2,100,000 NET PAID

PUBLISHED FOR ALL BOYS BY THE BOY SCOUTS OF AMERICA

OFFICE SPACE AVAILABLE

The most distinctive address for your Chicago headquarters. Located in the heart of "advertising row," convenient to and for suppliers to the advertising field.

333 north michigan avenue building

- outside daylight in all offices
- year 'round air conditioning
- fast, ample automatic elevators
- excellent service

WIRTZ, HAYNIE & EHRAT, INC., Managing Agents
Phone: RA 6-8333 (Area Code 312)

Mactier Publishing Bows; Plans 'Media Fact File,' Other Books

NEW YORK, Sept. 5—A new publishing company, Mactier Publishing Corp., has been formed by Bryce Gray Jr., formerly sales manager of *Electronic Design*. The new publisher, which hopes to have three publications going by late fall, is temporarily headquartered at 300 E. 51st St.

Two of the three publications are still in the planning stage. One will be for electronics parts purchasing agents and the other a technical electronics publication. The third enterprise, which Mr. Gray says is well on its way, is *Media Fact File*, which will in many respects compete with Standard Rate & Data Service.

Media Fact File, which will appear twice a year, in January and July, will carry media information on industrial and merchandising publications. Mechanical production of the 7"x10" hard-cover book will be handled by Chilton Co.; the first issue is expected out in July, 1962.

■ According to Mr. Gray, *Media Fact File* will present media buyers with an immediate image of whatever publication he is interested in. Each publication listing will cover the market, the editorial concept, circulation, merchandising and marketing services and rates. Mechanical facts will be keyed by letters which refer to such information in the back of the book.

Circulation will be listed by recipient's title and what sections of the industry the recipient is in, where applicable. Geographical breakdown will be included also.

No advertising will run in the main media information section, but publishers will be able to place inserts, to be bound in at the end of each section, of their media file, running from two to 24 pages. Rates for this will range from about $750 per side for a small insert down to $400 per side for larger inserts.

Along with the *Media Fact File* will go an accordion folder, and monthly 8½"x11" correction sheets will be sent out to place in the folder. Where space is available, one-third page ads will be sold on these sheets.

Mr. Gray said the projected circulation for *Media Fact File*, which will be controlled for the first year, will be 4,200 to agencies and 2,000 manufacturers.

Domnick Hauger Cooper DeJernett

CONVENTION PLANS—*Les Hauger, Watts, Payne Advertising, Tulsa, governor of the 10th district of the Advertising Federation of America, goes over the district convention plans presented by Ken Domnick, National Bank of Tulsa, president of the Tulsa Advertising Club, which will be the host to the convention. Looking on are Mark Cooper, General Telephone Co. of the Southwest, San Angelo, Tex., 1st lt. governor, and Ira E. DeJernett, DeJernett Advertising Agency, Dallas, secretary-treasurer.*

'BH&G' Launches New Book

"Better Homes & Gardens Family Camping Book" will go on sale Sept. 19. The book will be introduced with a half-page color ad in the October issue of *Better Homes & Gardens* and page ads in October issues of *Parents, Living for Young Homemakers* and *Suburbia Today*. Trade advertising and point of purchase displays are planned.

WIN THE NEVADARAMA SILVER MINE

Over 200,000 Atlantans "Salute America" at wsb-tv's July 4th parade

FLAGS FLEW ALL OVER ATLANTA—American flags! Especially along the parade path on July Fourth. As a summer patriotic theme WSB-TV emphasized Americanism. Results: stores in metropolitan Atlanta sold out of flags before July 4th and 200,000 patriots rallied 'round the WSB-TV parade route. The station's "Salute to America" series featured locally produced programs on the Revolutionary, Civil and Cold wars. Atlanta looks to WSB-TV . . . the traditional leader.

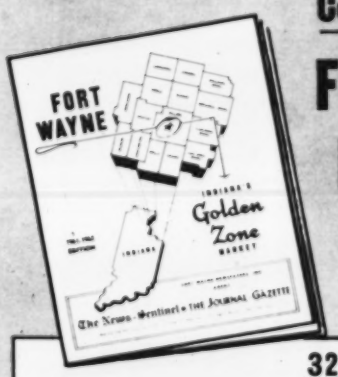
CHANNEL 2 wsb-tv ATLANTA

Represented by Edward Petry & Co. Inc

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO, WHIO-TV, Dayton.

Coming soon!

FORT WAYNE'S NEW GOLDEN ZONE BOOK



32 Pages of Facts and Figures on This Rich Indiana Test Market

Here's a wealth of up-to-the-minute information on Fort Wayne, Ind., it's metropolitan area and 15-county Golden Zone Market. New figures on buying power, sales, population, coverage, etc. Complete rundown on industry, agriculture, employment, home-ownership, bank debits, transportation, distribution. It's a "must" for sales and ad managers planning national or regional campaigns.

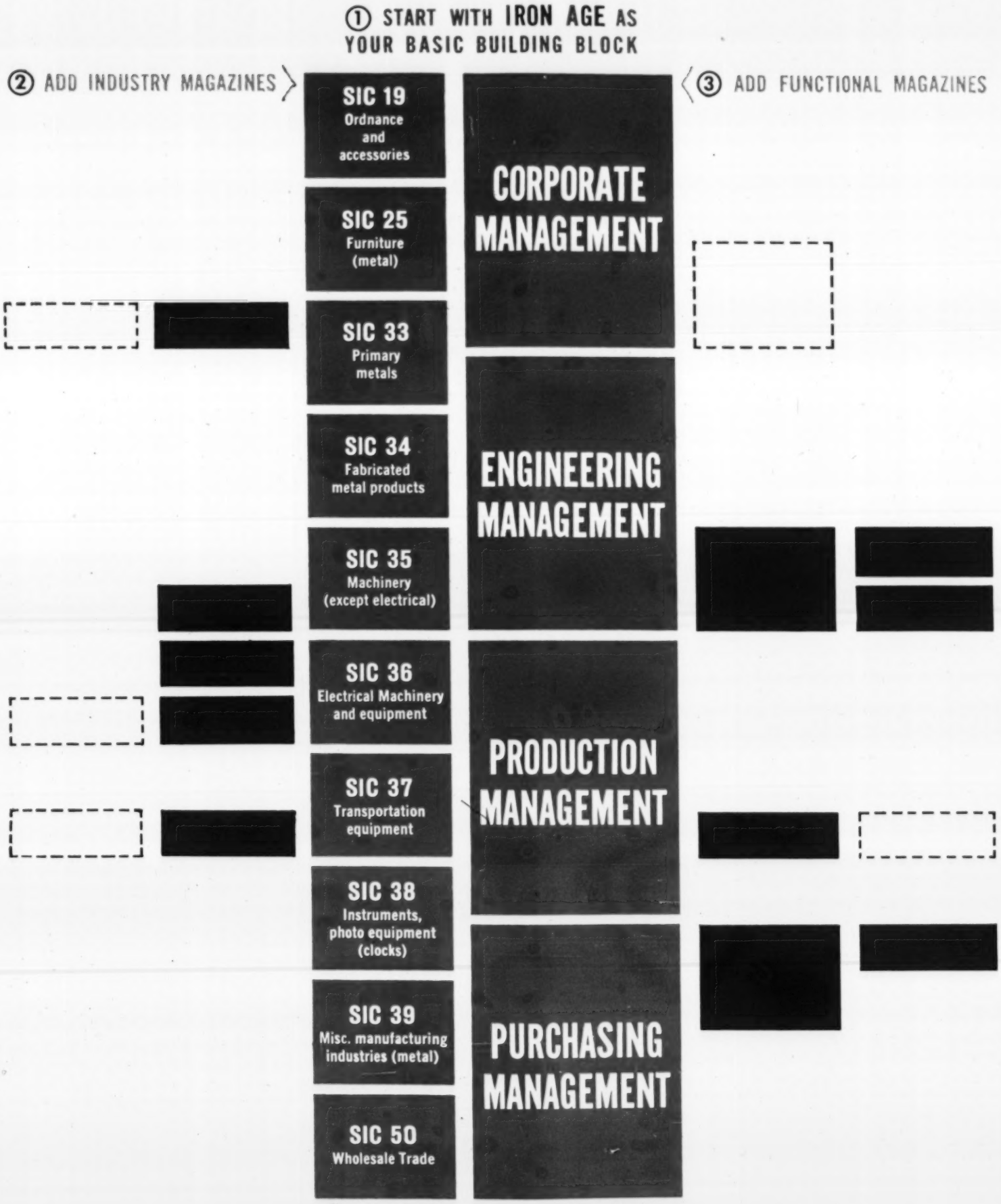
WRITE TODAY AND RESERVE YOUR FREE COPY
FORT WAYNE NEWSPAPERS, INC., Agent

INDIANA'S GOLDEN ZONE

The News-Sentinel • THE JOURNAL-GAZETTE

Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco

Example of modular communications:


① START WITH IRON AGE AS YOUR BASIC BUILDING BLOCK
② ADD INDUSTRY MAGAZINES
③ ADD FUNCTIONAL MAGAZINES
SIC 19 Ordnance and accessories
SIC 25 Furniture (metal)
SIC 33 Primary metals
SIC 34 Fabricated metal products
SIC 35 Machinery (except electrical)
SIC 36 Electrical Machinery and equipment
SIC 37 Transportation equipment
SIC 38 Instruments, photo equipment (clocks)
SIC 39 Misc. manufacturing industries (metal)
SIC 50 Wholesale Trade
CORPORATE MANAGEMENT
ENGINEERING MANAGEMENT
PRODUCTION MANAGEMENT
PURCHASING MANAGEMENT

Ask your IRON AGE representative for Modular Worksheets

IRON AGE • a chilton publication • 56th & chestnut streets • philadelphia 39, pa.

CHOICE CHICAGO OFFICE SPACE in the Advertising Age Building

If you are considering new office space in Chicago, we cordially invite you to inspect availabilities in the new *Advertising Age Building* at 740 N. Rush Street.

This building, which will become our headquarters in April, 1962, is now being extensively remodeled with the installation of a beautifully modern entrance and lobby, new automatic elevators and central air-conditioning.

The building is ideally located just one block west of Michigan Avenue and one block south of Chicago Avenue —close to bus, subway, Lake Shore Drive, and the Ohio-Ontario interchange with all expressways. There is also ample parking across the street.

The rent for this distinctive, convenient location is less than for any comparable space within miles—and it includes air-conditioning!

Desirable space, in any size units (up to 20,000 square feet on one floor) will become available between now and April, 1962.

The *Advertising Age Building* is particularly well suited for agencies, publishers, media representatives, research organizations, art studios, graphic arts services and other allied interests. We already have a lease from one agency and strong show of interest from several publishers.

If you would like to see space, or talk further about the possibilities, please call or write Jack Barnett, Advertising Age, 200 E. Illinois St., Chicago 11 (DElaware 7-5200)

FOR YOUNG BUSINESSES — *Libby, McNeill & Libby is offering this ice-cold-drink-stand for young entrepreneurs as a $2 premium with labels from any Libby juice or drink product.*

Moscatello to Sima

Moscatello Beauty Products, Los Angeles, has named Sima Advertising to handle its account.

Wichita's "One Great Newspaper," The Eagle and Beacon, concentrates in the richest, most active market in Kansas — selling *in Wichita alone*, 53% of the total employed workers in Kansas! But — Eagle and Beacon coverage doesn't stop there! Its *total sell* reaches 21 counties . . . even into Oklahoma! Wichita's solid and diversified pattern of growth is based on agricultural and livestock income, petroleum and chemical production, civilian and military aircraft, defense and industrial construction. We invite your study of the balanced Wichita economy . . . *and* Wichita's "One Great Newspaper"!

ABC RETAIL TRADING ZONE

		% OF KANSAS			% OF KANSAS
Population	673,600	31%	Food	$177,103,000	29%
Households	218,600	32%	Merchandise	$ 84,098,000	34%
Buying Income	$1,239,314,000	32%	Automotive	$176,175,000	33%
Retail Sales	$ 811,660,000	31%	Drugs	$ 29,892,000	32%

Source: Sales Management

CIRCULATION

	DAILY	SUNDAY
Total Paid Circulation	210,048	161,068
ABC City Zone	151,303	88,735
Total City and Retail Zone (21 counties)	193,567	136,194

Source: ABC Publisher's Statement — (3-31-61)

WITH ONE GREAT NEWS PAPER

A CERTIFIED TEST MARKET

Analyzed by Glendinning Associates, Inc. as an excellent test market from an overall standpoint. Current analysis available on request.

Represented Nationally by:
O'MARA & ORMSBEE, INC.
New York — Chicago —
San Francisco — Los Angeles
Kansas City Representative:
Harold Heneman — Mdse. Mart Bldg.

Wichita Eagle and Beacon

STRONGEST SELLING FORCE IN KANSAS!

Denver BBB Reports Trade Group Interest in 'Truth' Campaign

DENVER, Sept. 5—Less than a dozen Denver advertising agencies showed up out of the 64 invited by the Denver Better Business Bureau last week to hear about the changes in BBB's "truth in advertising" program.

Len Opatril, executive secretary for the "truth" program, said the meeting was called to orient the agencies as to the true purposes of the program. The program has been criticized by the National BBB (AA, Feb. 27 et. seq.).

■ The new approach of the Denver bureau is to accept and enroll only the trade groups. Enrollment also includes subscribing to a code of ethics, endorsing a plan of action including policing the advertising and sales methods, and a financial arrangement which is separate from the DBBB dues.

At present the automobile dealers and the television sales and service industry are the only two trade groups signed up. Mr. Opatril stated that interest had been shown by the laundry and dry cleaners; plumbing and heating; cultural and industrial schools; apparel groups; funeral and burial groups; and jewelers.

■ Cost per business varies with each group signed. The Denver auto dealers signed under the "truth" program pay $230 per business house. The tv dealers pay $140 per year per business.

Since the program was conceived, 142 have applied, 118 have been accepted. There were seven cancellations. Some of these were due, said Dan Bell, manager of the Denver BBB, to unfavorable publicity. He denied that the NBBB had forced the local BBB to refund any fees.

■ Claude E. Davis, exec vp of Galen E. Broyles Co., pointed out that there are 22,000 businesses in Denver and only 118 of these are permitted to use the "truth" emblem, and that it appeared to be placing the monkey on the back of the honest man. He likened it to having a picture taken in front of a church to prove one was a Christian.

Mr. Bell pointed out that a believer in symbols stopped at hotels with a certain symbol, ate at certain restaurants displaying certain symbols, drove a car with a certain symbol on it, without condemning all business that did not have the symbol.

■ "Other bureaus over the U. S. are seeing the need for a positive program whereby legitimate business men may be identified as being worthy of public confidence," Mr. Opatril stated. #

3 FIRMS INVEST $1,000,000 EACH IN ADVERTISING

How will they profit from it?

Let us take three theoretical competitors. Each is dealing with a narrowing profit margin. Each needs to make his advertising pay. And each one's budget is the same.

The first competitor believes in a marketing type of advertising agency. He thinks the advertising will take care of itself if all the marketing factors are right.

The second competitor believes in a highly creative type of advertising agency. He thinks the marketing factors will take care of themselves if the advertising is brilliant.

The third competitor believes in an agency which is highly creative in its advertising...

...*and* in its marketing advice, media selection, research, publicity, promotions, packaging, show selections.

It is entirely possible that any one of the three will get value, and profit, from his budget.

But – in these days of the profit squeeze, isn't it likely that the third competitor will get the most?

Young & Rubicam Inc., Advertising

OCTOBER 35TH ANNIVERSARY ISSUE OF PARENTS' MAGAZINE

- **All-time high** for a single issue...
- **110 pages** of national advertising...
- **Well ahead** of October last year...
- Ad revenue **$1,154,284**...
- Circulation guarantee **1,875,000** beginning January...

COMMENDED by PARENTS' MAGAZINE

This Seal can help you increase sales...

Kircher, Helton TV Ads Reply to Critics of Advertising Field

DAYTON, Sept. 5—Radio and television ads designed to dispel some myths about advertising have been running in Dayton, and may be used in other cities this fall.

The one-minute spots are the work of Kircher, Helton & Collett, which ran the tv ads for two weeks on WHIO-TV, and the radio ads for five weeks on WHIO (AA, July 17).

The ads will be repeated this fall in Dayton, and may be expanded to Cincinnati, where the agency has an office. Kircher, Helton takes credit for the ads at the close. WHIO and WHIO-TV are allowing the spots to run at the maximum frequency discount to the agency.

■ The series of five commercials (with the tv sound track providing the radio spots) answers the following: (1) Admen are "somewhat crafty, possibly immoral and completely unscrupulous"; (2) we'd be better off without any advertising; (3) advertising makes people buy things they don't need; and (4) tv commercials consume too much time (discussed in two spots).

CAN'T STOP—*If it were true that advertising sells people things they don't want "...we'd all be brushing our teeth with 19 kinds of toothpaste..." says tv spot by Kircher, Helton & Collett, Dayton, which is running a series of radio and tv commercials designed to dispel some myths about advertising.*

ADEQUATE—*Man really needs only shelter, clothing and food, and Kircher, Helton & Collett, Dayton, acknowledges its "guilt" in helping to sell such "luxuries" as autos, refrigerators and tv sets. The agency is running a series of radio and tv ads about the advertising business.*

■ Explaining the reasons for the campaign, Ralf Kircher, agency president, said: "It has seemed to us that outside of Advertising Week, when an outstanding job of presenting advertising to the public in a positive light is done, we in the business are strangely silent in the face of the criticisms to which we are continually subjected. The critics don't have a 'Pick-on-Advertising Week.' They peck away all year long."

Prior to the campaign, the agency contacted 1,000 adults in Dayton to determine their reactions to advertising in general, and to the name, Kircher, Helton & Collett. Another random 1,000 will be contacted in the fall, after the campaign has ended, to determine changes in attitude.

The spots were created by the agency's radio-tv department, headed by Don Lyons, and produced by Film Associates. =

Agencies Start Series Defining Advertising to Public in Campaign on CBS Radio Outlets

NEW YORK, Sept. 5—Assignment: Define advertising and tell the people out there what it does.

How they are carrying out this assignment for an on-the-air campaign over the CBS-owned radio stations is an interesting reflection of the personalities of the participating agencies.

Lead-off company for the drive, which started last week on the seven stations, was Leo Burnett Co., which characteristically took the light approach:

Man: Eureka! I've done it! My greatest invention! (Aside) Henrietta!

Woman: Yes, Herman.

Man: What about this?

Woman: It's a shoelace, Herman.

Man: Of course it's a shoelace. But *this*...this is a shoelace that won't *break!*

Woman: Big deal, Herman.

Man: Yes. Fifteen years of failures...broken hopes, broken dreams, broken shoelaces. But *now* the world will beat a path to our door!

Woman: Nobody knows where we live, Herman.

Man: I'll tell them! I'll go from door to door!

Woman: There are over 10,000,000 people in the New York area alone!

Man: You're right. Too slow that

(Continued on Page 68)

Announcing

NEW DISCOUNT RATE SCHEDULES

EFFECTIVE OCTOBER 1st, 1961

In an effort to provide General Advertisers with the most flexible discount plan, The Akron Beacon Journal announces a new 3-WAY rate schedule. Effective October 1, 1961, General Advertisers may choose one of three contract plans that will

Earn up to 24% Discount

PLAN #1...Bulk Contract Discounts
PLAN #2...Continuity-Impact Discounts
PLAN #3...Full Page Contract Discounts

In order to qualify for the rate of your choice a contract must be signed. All contracts cover a period of 12 months from starting date. In the event a contract is not in our possession at the start of schedule, advertising will be billed at the open daily and Sunday rates. No contracts will be back dated. When contracts are to cover more than one product being advertised by an individual company or corporation, a master contract must be signed by the parent company or an advertising agency authorized to sign such contracts.

In order to put our discount schedules into effect, it is necssary for us to exercise our 60-day cancellation clause on all existing flat rate ROP contracts. Since separate schedules of discounts for Rotogravure and Sunday Color Comics are already in effect, there is no change in either of the rate schedules for these sections.

For additional information covering our new 3-WAY rate schedules, please contact the Beacon Journal General Advertising Department or one of the Story, Brooks & Finley offices.

AKRON BEACON JOURNAL

"Ohio's Most Complete Newspaper"

JOHN S. KNIGHT, Publisher Represented by Story, Brooks & Finley

FREE LIGHT with every sign

'Codit" Reflective Liquid makes your highway "tacker" signs sell day *and* night—without the cost of light! Reflective sign surface bounces back light borrowed from oncoming cars. Brilliant. Impressive. You reach 50% more motorists than with daytime-only signs—and at much less cost per reader.

WRITE FOR FOLDER AND FREE DEMONSTRATION SAMPLE

CODIT® BRAND REFLECTIVE LIQUID

Minnesota Mining & Manufacturing Co. 3M

Dept. RCW, St. Paul 6, Minn.

Better Homes and Gardens pulls **14,012*** orders for Kirsch books!

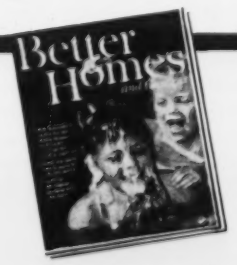
"BH&G PULLED MORE THAN TWICE AS MANY ORDERS AS OTHER MAGAZINES..."

"Better Homes & Gardens pulled more orders for our 25¢ 'Kirsch Guide to Window Beauty' book than any other consumer-guidance style book (for which a charge was made) in the history of our advertising. Both the book and advertisement were prepared by MacDonald-Cook Co., South Bend and Chicago agency serving Kirsch since 1950.

"As of July 10, 1961, our April, 1961 ad in BH&G had pulled 14,012 coupons with quarters enclosed, which is more than twice as many orders as other magazines (with more than 20% more circulation) produced.

"Better Homes & Gardens is the basic magazine on our advertising list. Each year Kirsch invests more total dollars in Better Homes & Gardens than any other magazine. Kirsch first advertised in Better Homes & Gardens in 1925 and since that time has used BH&G 27 out of those 37 years—the last 16 years consecutively."

ARTHUR W. EVERS
Vice President; Advertising & Sales Promotion
KIRSCH COMPANY



Again BH&G proves—when you want ACTIVE PROSPECTS—America's Family IDEA Magazine is the right "home" for your messages!

The Kirsch Company's tremendous response to their advertising in BH&G is typical of many advertisers who use BH&G as their "basic buy." It pays to put your message where the money is—and where there are *over 27 million reader-actions per issue!*

MEREDITH OF DES MOINES

. . . America's biggest publisher of ideas for today's living and tomorrow's plans

**Orders are still pouring in, although the Kirsch page ad ran in the April, 1961 issue of BH&G!*

Agencies Start Series Defining Advertising to Public in Campaign On CBS Radio Outlets

(Continued from Page 66)

way. Take years.

Woman: . . . then there's Chicago, Philadelphia, Boston . . .

Man: (Over) I've got it! I'll start a business telling millions about my new shoelace!

Woman: . . . St. Louis, San Francisco, or Los Angeles.

Man: (Over) Then I'll expand and tell people about other products made *just* for them. Tell 'em about automobiles, food, insurance, *everything!* Great Scott, I've done it twice in one day! I created a new *industry*. Think of that!

Woman: I am, Herman.

Man: *Well* . . . what do you think?

Woman: We have it, Herman. It's called advertising.

■ Campbell-Ewald came up with this attention getter:

Man 1: (Excitedly) It's here!

Woman 1: (Excitedly) It's magic!

Man 2: (Excitedly) It's free!

Woman 2: (Flatly, emphatically) It's a darn nice thing to have around!

Man 3: (Totally unlike the others—calm, matter-of-fact, a bit puzzled) Uh . . . pardon me, folks . . . but what *is* this thing you're so worked up about? *I* might wanta get some.

Woman 1: (More conversationally than before, but still full of zing) You've already *got* some!

Man 3: (Surprised) I have?

Man 1: (More conversationally) Sure. We *all* have!

Man 3: But what *is* it? What does it *do*?

Woman 2: It helps you *buy* things: Candy and soap . . .

Man 2: . . . cornflakes and cars . . .

Woman 1: . . . airplane trips and bathing suits . . .

Man 1: . . . cigarets and houses!

Man 3: (As if trying for the answer to a riddle) I know! It's *money!*

Woman 2: No, but it *makes* money . . .

Man 1: . . . for everybody!

Woman 1: By helping sales, it helps make jobs.

Man 2: And it *saves* money!

Woman 2: That's right. It stimulates mass production and that means lower cost.

Man 1: It makes things better, too . . .

Woman 1: . . . through competition!

Man 3: (Thoroughly sold, but annoyed by the suspense) That's great, but what *is* it???

All but Man 3, in unison: Advertising!

Man 3: (Surprised) Advertising?

Man 2: (Like an announcer again) Advertising . . . a, d, v, e, r, t, i, s, i, n, g!

Woman 2: Easily available through radio tv, magazines, newspapers, billboards, mail, matchbook covers and skywriting!

Man 1: Advertising! A darn nice thing to have around!

Man 3: (Resisting the pressure) All right, all right, I'll take a dozen! (More calmly, with a trace of suspicion) But tell me honestly now . . . you people are from an advertising agency, aren't you?

All but Man 3, in unison: That's right. (Proudly) Campbell-Ewald!

Man 3: Campbell-Ewald? Never heard of it!

■ N. W. Ayer & Son, Klau-Van Pietersom-Dunlap, J. M. Mathes Inc. and Young & Rubicam, by contrast, all chose to play it very straight by having their president say a few words about advertising.

Here is the one-minute talk by Y&R's George Gribbin:

"As I am speaking to you, I am using one of the most dramatic forms of communication—radio. Radio is one of our most convenient and effective means of keeping in touch with news, world affairs, sports, weather and music. Radio is also a most economical way of communicating news about the goods and services which business produces for our convenience and good health, which is—in a word —*advertising*. Advertising helps Americans enjoy the world's highest standard of living. Advertising brings us news of new products and new ideas, everyday necessities, luxuries and bargains for our consideration. I firmly believe advertising helps teach us all how to live better and spend our money more sensibly. In this way, too, advertising is a force for good in a free economy. Thanks for the opportunity of talking about it.

■ Buchen Advertising decided to appeal to the consumer through the dollars and cents route with this two-person drama:

Sound: Ring of door bell. Door opens.

Woman: Yes?

Salesman: Good morning, Madam. Would you like to buy a refrigerator?

Woman: How much are they?

Salesman: Special this month . . . only $3,298.

Woman: Hmmm . . . I don't think so. Not today.

Salesman: Very well. Good day, madam.

Woman: Goodby.

Sound: Door closes.

Announcer: $3,000 for a refrigerator? Well, maybe so . . . if there were no such thing as advertising. You see, the selling price of things . . . refrigerators . . . depends on how much it costs to make them. And manufacturing costs depend on how *many* refrigerators you can make. The more you make, the less it costs to make each one. The number you make, of course, depends on the number you can sell. And the way to *sell* more is to *tell* millions of people about refrigerators. That's what advertising does. That's why advertising doesn't cost you, the consumer, a dime. No, advertising *saves* you money . . . on everything you buy.

More than 40 agencies throughout the country have already volunteered to supply enough advertising messages for advertising to give this campaign a nice long run..

STEPPING OUTDOORS—*Johnson-Stephens & Shinkle, St. Louis, has scheduled this 24-sheet poster in 130 cities during September for Rhythm Step shoes, repeating its successful poster push of last March. Retailers cooperate 50-50 on costs. Campaign also includes a color spread in the September Harper's Bazaar, counter cards, window backdrops and statement inserts. Katzif-George-Wemhoener Advertising is the agency.*

WFBM-TV SELLS LOCAL TIME VIA WFBM-TV

INDIANAPOLIS, Sept. 5—WFBM-TV here is proving the worth of television advertising to prospective clients by using the very medium it promotes.

The station has taped commercials in which its sales staff members direct their messages to the advertisers.

A typical announcement is: "Hi, this is (name of salesman) of the Channel 6 sales staff. If you're in the retail business your success depends upon a good selling demonstration of your product. On Channel 6, you can talk to hundreds of thousands rather than one individual. If you'd like to expand your sales contacts, call me at WFBM-TV."

Twelve announcements have been prepared. #

DUHAMEL STATIONS
deliver more
OF THE LAND OF INFINITE VARIETY
and the FASTEST GROWING CITY in the North Central Region
North Dakota
Montana
Wyoming
RAPID CITY
South Dakota
BY ANY COMPARISON
HAY SPRINGS NEBRASKA
CBS ABC TV SATELLITE
KOOK KOTA
CBS RADIO
CBS-ABC TV
RAPID CITY S. DAK.

all roads lead to TULSA . . .
trade center of the MAGIC EMPIRE a
$2 BILLION MARKET

FAST FACTS ABOUT THIS RICH 40-COUNTY AREA:

Population	1,454,000
Families	442,000
Buying Income	$2,317,417,000
Retail Sales	$1,564,470,000
Apparel Sales	$ 78,285,000
Automotive Sales	$ 317,305,000
Drug Sales	$ 57,928,000
Food Sales	$ 378,764,000
Furn. & Appl.	$ 62,728,000
Gas Station Sales	$ 140,223,000

All Figures SM Survey of Buying Power, 1961.

The Fabulous Magic Empire . . . 40 Counties . . . 93 Cities and Towns . . . ALL IN THE TULSA MARKET AREA! The Magic Empire is a 40-county, 4-state region, including Oklahoma, Western Arkansas, Southwest Missouri, and Southeast Kansas. No other single area, so concentrated, boasts of the resources of the Magic Empire.

This wealthy market responds to the Tulsa World and The Tulsa Tribune, with a combined circulation of 171 thousand**. In 1960, advertisers placed ten million more lines of advertising in the Tulsa World and The Tulsa Tribune than in any other two newspapers in Oklahoma combined!† For more information, write or call us, or contact a Branham man.

Represented Nationally by the Branham Company

**ABC Audit Report, 1961
†1960 Media Record Report

The TULSA WORLD and THE TULSA TRIBUNE
MORNING ● SUNDAY ● EVENING

WESTERN HORSEMAN
THE EYE FOR A BILLION DOLLAR MARKET; INSIDE FACTS ON THE WESTERN HORSEMAN READERS. Send for a Copy Today.
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

"AEROSPACE MANAGEMENT" SUCCEEDS AIRCRAFT & MISSILES MAGAZINE

Publication Fills New Industry Need For Technical Management Information

PHILADELPHIA, PA.—Chilton Company formally announced that AIRCRAFT & MISSILES Magazine has become AEROSPACE MANAGEMENT, a magazine for technical decision-making and long-range planning, as of the August 1961 issue.

In making the announcement, the Chilton Company stressed that this is a major shift of editorial emphasis to meet the new demands of the aerospace industry for improved management of our air and space technology.

According to the nation's leaders in government and industry, a major part of the problem in speeding aerospace development is to bring about new techniques in the management of our programs. It is widely recognized that the technical people who are responsible for the direction and control of our projects, have been trained primarily as engineers or scientists. Most have not had the benefit of any educational training in management. It is to help fill this need for a source of information on the unique and modern techniques of aerospace management, that the new publication is dedicated. No other publication specifically serves this important subject area.

President, Military Leaders, Call for Better Management

WASHINGTON, D. C. — The nation's leaders have called upon the aerospace industry to help the national effort through better management of air and space projects. These quotations, all from recent public statements, indicate the type of thinking at high government levels which pointed to the need for AEROSPACE MANAGEMENT, the magazine for technical decision-making and long-range planning:

President Kennedy: "We have never specified long-range goals on an urgent time schedule, nor managed our resources and our time so as to insure their fulfilment."

Secretary of Defense Robert S. McNamara: "We must work to reduce development time through real analysis and sometimes by a drastic overhaul of decision-making processes."

Gen. Samuel E. Anderson (Comm. Gen., Air Materiel Command): "It readily can be seen that we are dealing with one of the most complex technical and management situations which could be found to exist."

Rear Adm. Paul D. Stroop (U.S.N., Chief, Bureau of Naval Weapons): "We are encouraging use of advanced management techniques."

Vice Adm. William F. Raborn (U.S.N., Special Projects Officer, Office of the Secretary of the Navy): "Successful management of large, complex, dynamic missile and space projects poses equal demand for more effective planning, communication, coordination and evaluation, with streamlined procedures for decision-making."

These statements, plus many more from high-ranking officers and officials, underscore the urgent national needs for better technical management.

FIRST CENSUS OF AEROSPACE INDUSTRIES ANNOUNCED

PHILADELPHIA, PA.—Chilton Company is completing the final phases of the first census of the aerospace industries. While final details have not yet been tabulated, this much was revealed about the census, itself:

■ It was necessary for Chilton Company to undertake such a census, because complete data on this complex industry simply did not exist. There are no adequate U. S. Government figures, nor do the Government census figures reveal company names or aerospace activities within companies otherwise classified.

■ The original list for the census was culled from every known private and government directory or source of companies in the industries. More than 11,000 companies have been contacted or accounted for by the census effort.

■ It required the combined efforts of Chilton direct mail, Western Union and personal interviews by Chilton personnel to gather all the information necessary.

■ The circulation of AEROSPACE MANAGEMENT will be accurately substantiated by this unique census.

AEROSPACE INDUSTRIES ASSOCIATION CITES MANAGEMENT NEED

WASHINGTON, D. C.—The 1961 edition of "Aerospace Facts and Figures"—official publication of the Aerospace Industries Association of America, has this to say in part about the manpower and management needs in the aerospace field:

"All of the major weapon systems initiated during the past several years have involved two or more major companies, and two or more governmental laboratories. These interrelationships, therefore, are focusing increased attention on the problems of program management, time phasing, prompt decision making and their corollary influence on costs and cost control. Also of great concern to the industry today is the need to develop new approaches and new techniques to bear on all aspects of management of the industry. There is urgent need to increase management capabilities and administrative techniques to efficiently exploit the scientific, technical and productive capabilities of the aerospace industrial complex."

For Complete Information

Write or call Aerospace Management representatives in principal cities or contact Chilton Company, 56th and Chestnut Streets, Philadelphia 39, Pa. SHerwood 8-2000.

Unique Package

The Chilton Company added that AEROSPACE MANAGEMENT now delivers a unique package for advertisers. Within its circulation, advertisers will find the purchase-decision men they must reach to sell their capability and know-how in the development of systems, equipment, components, parts, material and services. With its different editorial formula, AEROSPACE MANAGEMENT will provide, for the first time, information that is essential reading by the technical and procurement people who play important management roles throughout the industry.

First Aerospace Census

Chilton also announces that the first full-scale census of the aerospace industries is now in its completion stage. (See story on this page.) This year-long accounting of establishments that make up the aerospace industry is the primary basis for establishing complete coverage of the management market by the magazine.

Editorial Plans Disclosed

In addition to the demands of the industry, the need for a publication like AEROSPACE MANAGEMENT was revealed by the readers of AIRCRAFT & MISSILES. Thus part of the impetus of our decision to become AEROSPACE MANAGEMENT was spurred by the remarkable increase in reader requests for reprints of articles on management that had been run in A&M. In fact, said Chilton, "We got so many letters, we've made four bound books out of them to show advertisers the critical need for this kind of information in the aerospace industries."

In the August issue, AEROSPACE MANAGEMENT readers will find a typical assortment of the type of information that will be provided month after month. We certainly suggest that advertisers look into this and in succeeding issues to fully understand the uniqueness of the editorial product we are delivering. This is the kind of editorial material the technical and procurement managers in the aerospace industry have been looking for and have not been able to get through any other aerospace magazine.

When it *Has* to be good,
get Bundscho

Here Type Can SERVE You

J. M. BUNDSCHO, INC., *Advertising Typographers*
180 North Wabash Ave. • RAndolph 6-7292 • Chicago 1

Aylin Opens Two Offices, Names Clark and O'Neill

Aylin Advertising Agency, Houston, has opened offices in Dallas and in Harlingen, Tex.

Walter G. Clark, formerly of Rives Dyke & Co., Houston, has been named to head the Dallas office, and Michael B. O'Neill, formerly account executive of Aylin's San Antonio office, heads the Harlingen office.

Bozell & Jacobs Adds Two

Bozell & Jacobs, Chicago, has been named to handle advertising and public relations for Green River Corp., Chicago, manufacturer of soft drinks, and classified advertising for Watkins Products, Winona, Wis. manufacturer of food supplements, cosmetics and medicines.

A. C. Nielsen Names Davies

A. C. Nielsen Co., Chicago, has appointed D. A. Davies vp in charge of investigation and development of its new appliance index. Mr. Davies assumes these duties as an extension of his current responsibilities for Nielsen's retail index division.

Brewer Promotes O'Connor

John J. O'Connor has been promoted from assistant to director of advertising of American Brewery, Baltimore.

THE NEW LOOK BACKWARD—*Voice of Music Corp., Benton Harbor, Mich., ran the back page of a spread first in a recent issue of Home Furnishings Daily. The ad boosts V-M's '62 line of stereo phonos. Mayer, Klann & Linabury, Chicago, is V-M's agency.*

X-TRA NEWS FAILS IN LOS ANGELES

Does Not Reach First Place

ONLY PLACES 3RD AMONG 29 STATIONS: OWNERS EXPRESS BITTER DISAPPOINTMENT — ASK INVESTIGATION OF HOOPER, PULSE, NEILSEN, TRENDEX, CONLAN

Other LA Stations Gleeful; Feel Battle Won

LOS ANGELES — Station managers of 28 other Los Angeles radio operations expressed extreme optimism here this week when it was learned that X-TRA NEWS had placed only third among the 29 Los Angeles area stations in latest Pulse cumulative figures.

"Like I said in the beginning, X-TRA NEWS is just a flash in the pan," proclaimed one long-time network manager after scanning the results of the Pulse, Inc., figures for June.

"Who's going to listen to news 24 hours a day? We've been known as a solid news station. Have it four times a day. That's plenty for any listener, I'd say. There's not much that's happening today anyhow. Four times is plenty."

"We feed 'em a diet of rock, roll and raucous and they like it," shouted one exuberantly. "Never heard of kids putting dimes in a juke box for news, did you? News 24-hours a day just won't cut the mustard. I predicted they'd never make Number One. So what if they are ahead of us? We don't cater to heavy thinkers anyhow."

One veteran manager insisted that radio would be better off without any news at all. He stated that such a format "puts us in competition with the newspapers." He questioned the advisability of challenging the "fourth estate" and possibly arousing ill-will of long established publishers.

McGavren to Drop Station; Decision Made by President Personally in Precedent Setter

NEW YORK — In a move that shocked the broadcast world, Daren F. McGavren, president of the national sales organization for X-TRA NEWS, stated that he will immediately drop the Los Angeles area station from his list of clients.

"I should've stayed in bed," moaned the youthful, copper-haired executive of the soaring representative firm. He insisted that X-TRA NEWS owners had given a solemn promise that the station would be firmly entrenched in the Number One position after 30 days of broadcasting the all-news format.

"Pulse, Inc., in their cumulative audience report, showed that X-TRA NEWS only reached 1,352,100 different homes weekly in the 8-county area. There were two stations ahead of them—not much, but ahead. Why, the newspapers deliver right around a half million. Come to think of it, I just might start representing them."

"Third out of 29—that's awful", said McGavren, as he pulled the sheets up over his head, concluding the interview.

Ostrup Concerned; Management Expected First Place, He Says

LOS ANGELES—Cy Ostrup, vice president and general manager of the Texas Triangle, Inc., U. S. sales representative for X-TRA NEWS accused Pulse, Inc., of placing his job in jeopardy.

Pulse, Inc., reportedly blamed Hooper.

Hooper officials were said to be maintaining that Neilsen was "entirely responsible."

"I only know that the June Pulse cumulative report put us third in 8 Southern California Counties," Ostrup declared. "Nobody's going to tell me that there were two other stations in front of us. Nobody interviewed me to see what I was listening to. There are 2,876,900 homes in the area. You'd think they'd have gotten around to mine sometime. I was home all month."

"They just don't like me," said Ostrup.

But Agencies Feel That Third Place for All-News Station No Cause for Panic

LOS ANGELES — Cumulative Pulse figures released in Los Angeles today showed X-TRA News in only third place among all radio stations in the Los Angeles 8 county area.

The new Pulse cumulative figures showed that X-TRA — world's first all-news radio station — reached a mere 1,352,100 different homes each week in the 8-county area. KMPC and KNX topped the X-TRA cumulative home total; KMPC showing 1,553,300 homes.

X-TRA management expressed bitter disappointment. It explained the debacle by saying:

"This measurement in no way takes into account the vast freeway automobile audience that is impossible to measure accurately. While we believe the survey, and have to accept our third place position, we still feel that if the measurement had got the cars, we'd have been a solid first."

Officials denied a report of three suicides among X-TRA news sales representatives.

"Maybe we can still make out," one X-TRA account executive conceded. "After all, I suppose, coming from nowhere into third place among 29 stations in less than 60 days could be worse. Matter of fact, this puts us ahead of 26 stations. And come to think of it, over 1,350,000 homes every week isn't bad, is it?"

Product Difference of Agency is Owner's Qualities: Lundin

NEW YORK, Sept. 5—Many agency owners may not realize it, but it is their personal leadership qualities which distinguish their agencies from others.

This observation was expressed by William H. Lundin, director, Psychological Dynamics, Chicago, in a speech here at the annual convention of the American Psychological Assn.

"Competition among advertising agencies is very severe, and almost every ploy, tactic and political stratagem will be invoked to obtain additional accounts," Mr. Lundin said.

■ "Agencies of course sell services, for which they receive a percentage of the amount of money spent by a client to advertise his product. But what is it that an agency might say or do to distinguish itself from the rest of the industry? It has been my observation—knowing this field rather well—that the thinking of most agency owners is extremely fuzzy when it comes to defining just what it is they are selling.

"They infrequently recognize what their own product might be, and make the mistake of assuming that their clients have hired them because of the high quality of their efforts for others.

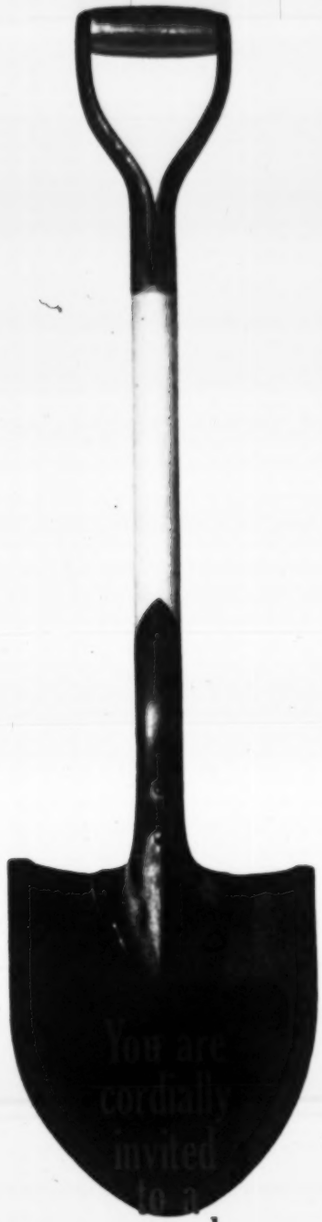
"In this most intangible of service fields, where there is a lot of room for psychopathic behavior, and few decent indicators of successful performance, as you might expect by now, the characterological traits and leadership qualities of agency owners themselves constitute the product differences among advertising agencies," Mr. Lundin said. #

Blanchard Leaves KMOX

Ross Blanchard has resigned as merchandise director of KMOX, St. Louis, to join the sales and merchandising staff of Anheuser-Busch, Newark, N.J. The KMOX merchandising program will be supervised by Bill Dean, sales manager and Grant Williams, Housewives' Protective League director.

A. B. Dick Boosts Aikens

Lawrence M. Aikens has been appointed to the new position of field sales manager of A. B. Dick Co., Chicago. Mr. Aiken was previously manager of the company's northeast region with offices in New York.



ground-breaking [and rule-breaking] ceremony.

PLACE: Your newsstand. TIME: Tuesday, Sept. 12, when a new day in magazines begins with the *new* Saturday Evening Post! The magazine that rips up old rules. Tears up old taboos. Shatters old shibboleths. And brings design to magazines in broad, bright strokes. / America's leading designers (Saul Bass, Neil Fujita, Herb Lubalin and their contemporaries) have dug down and come up with the freshest thing that ever happened to magazines. Now the new Post has done the spadework and laid the groundwork for a bold new era in magazines. And suddenly reading becomes a new adventure! (Turn the page. See Herb Lubalin's breath-taking design for pages 36 and 37 of this week's Saturday Evening Post.)

ONCE
UPON
THEA
HUNT
Robert
Edmond
Alter
DESIGN BY HERB LUBALIN

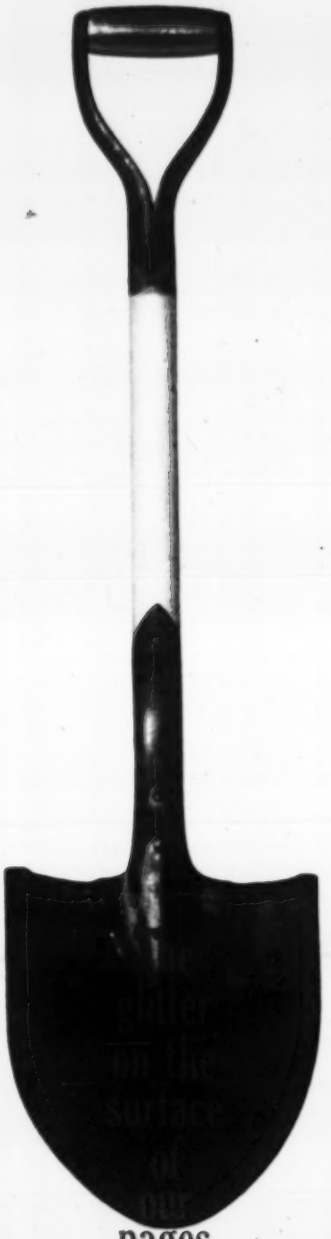
Every morning now as he came along the beach he saw the girl. Because he had a pattern, or schedule, he passed this same stretch of shore at a set time, and she was always there—sitting with her back to a knoll, watching the sea. She was young—perhaps twenty, perhaps twenty-four—and she was quietly pretty. He didn't notice much else, except that he liked her hair, soft and pale, liked the way it fluffed in back when the wind came. *The foam-born*, he thought idly and walked on. He was used to seeing people on the island. They rented boats from Jedidah Swain's wharf on the Massachusetts mainland and rowed across the narrow channel from the town. Frequently the visitors were women in the late summer or early fall of their lives. They would come alone and wander along the shore, watching the surf. Vern called them the desperate ones, those who had read *A Gift From the Sea* and were searching for a purpose. They gave him a sense of compassion, but he never spoke to them—they seemed to want it that way.

Sometimes it was a young boy and girl. They would walk hand in hand in the wet sand, quietly, and would watch their feet as though contemplating great problems for the future. They left him with a nostalgic feeling, and he'd smile after them rather wistfully and leave them alone because he remembered what it was like to be standing on the threshold of the beginning. It had been that way with him and Janice once—before the accident.

And often a family would arrive to have a picnic and to look for the treasure. These he classified as the true tourists. They were always friendly and would offer him a soft drink or a bottle of beer or even a sandwich, and he would talk to them for a while and tell them what little he knew of Nord's treasure. And if the conversation should swing around to personalities and vocations, he would tell them his name; and sometimes one of them would vaguely remember having read one of his books and would say, "I thought that was a pretty good story." But it meant nothing to Vern because he knew it had been trash, and he'd go away feeling slightly depressed, and that day the writing wouldn't go well at all. But this week there was only the girl on the beach. On the third morning she looked around suddenly and saw him coming. She smiled brightly and waved, and Vern smiled back, saying, "Hello there," and walked on with the image of very white teeth surrounded by pale red lips, and eyes that were like a child's on Christmas morning. *No*, he thought, *she can't even be twenty-four*. And that certainly left him feeling absurdly obsolete. That morning he returned to his cottage and went directly to his mirror. He needed a shave, but he was used to seeing that. *Am I becoming careless*, he wondered, *sloppy?* He always knocked around the island in a sweat shirt, old dungarees rolled at the cuffs and pulpy tennis shoes minus socks. *I'm not beat*, he said, *just indifferent*.

His hair had thinned hardly at all, and his crew cut seemed to remove four or five years from his actual age, which was thirty-five; and his face had just a few lines—around his eyes.

Continued on Page



pages
is a
sign of
deeper
treasure.

The Saturday Evening Post, more than ever, is a magazine you dig into, not dip into. A real *reading* magazine. With vitality. And verve. And fresh, fascinating ideas. A vigorous new market place for your words and your wares.

POST

Suddenly, reading becomes a new adventure!

©1961 The Curtis Publishing Company

Charles Brooke, BSF&D Founder, Is Dead at 87

DETROIT, Sept., 6—Charles W. Brooke, 86, founder of Brooke, Smith, French & Dorrance, Detroit agency, died Aug. 29 in the Whitehall Convalescent Home. Mr. Brooke founded BSF&D in 1922 and headed the agency until 1946, when he retired for reasons of health.

BSF&D merged with Ross Roy Inc., Detroit agency, in 1960 to become Ross Roy-BSF&D Inc.

A native of Springfield, Ill., and a graduate of the University of Minnesota, Mr. Brooke came to Detroit in 1913 and worked for several advertising agencies before forming his own. He was a past president of the Adcraft Club, a past chairman of the Association of Presidents of the International Advertising Association and past president of the Detroit Better Business Bureau.

GEORGE RUPPRECHT

NEW YORK, Sept. 5—George Rupprecht, 59, art editor of Hearst Corp.'s *Motor Boating Magazine*, died Friday in Wyckoff Heights Hospital, Brooklyn, after a short illness. He began as an artist with *Farm & Fireside*. Later, he was with various agencies, including Batten, Barton, Durstine & Osborn.

WALTER M. HARRISON

OKLAHOMA CITY, Sept. 6—Walter M. Harrison, 73, publisher of the weekly *North Star*, died yesterday.

He was board chairman of Britton Printing Co., lessee of the *North Star*. He had been editor and publisher from 1949 to 1957, when he became chairman.

Mr. Harrison served one term as president of the American Society of Newspaper Editors, and was managing editor of the *Daily Oklahoman* and *Oklahoma City Times* for 30 years. He came to the city in 1916 after having been managing editor of *Tribune*, Winnipeg, Manitoba.

FREDERICK MURPHY

MONTCLAIR, N.J., Sept. 6—Frederick Duncan Murphy, 77, president of Art Gravure Corp., New York, printer of rotogravure supplements of Sunday newspapers, died Labor Day at his summer home at Rye Beach, N.H.

He was also vp and general manager of Art Gravure Corp. of Ohio, which he helped establish with *Cleveland Plain Dealer* interests in 1937.

A pioneer in the business, Mr. Murphy founded the New York company in 1919 with Arthur H. Sherin and the late Raymond N. Getches. He was manager of the *Plain Dealer's* rotogravure plant from 1925 until 1937, when Art Gravure Corp. of Ohio was formed.

Among his survivors is a daughter, Mrs. Herman H. Ridder, wife of the president of Ridder Publications and publisher of the *Independent* and the *Press-Telegram*, Long Beach, Cal.

EARL CHRISTY

FREEPORT, L.I., Sept. 6—Earl Christy, 78, magazine illustrator and artist, died at his home yesterday. He had retired to Freeport from New York after a series of heart attacks.

Mr. Christy's cover girls appeared in movie magazines and outdoor ads over a period of more than 40 years. #

OLIVER W. HEATH

CHICAGO, Sept. 5—Oliver W. Heath, 67, vp of Leo Burnett Co., died Sept. 2 in Evanston Hospital, Evanston, Ill., of a heart attack. Mr. Heath lived in Northfield, Ill.

Mr. Heath spent 40 years in the advertising business. He worked for *System* magazine, *American* and *Cosmopolitan* prior to joining Burnett. Mr. Heath's brother, Richard N. Heath, is chairman of the executive committee of Burnett Co.

'Motrix' Moves to Miami

Motrix, automotive service magazine in Spanish, has moved its offices from Mexico City to 544-546 Seybold Bldg., Miami. Production and mailing facilities will continue in Mexico City. The magazine reports that it now covers all Latin American markets and prints a separate edition for Mexico as well as its international edition. Advertising rates are due to increase in January, 1962.

Interstate Theaters Names Two

Hal Cheatham, formerly head of exploitation and advertising of Interstate Theaters, Dallas, has been appointed assistant to the exploitation and advertising manager of the entire circuit of Interstate theaters in Texas. Mr. Cheathan is succeeded by Mitch Torok, previously a free lance writer and radio-tv announcer.

Chapman Adds One Account

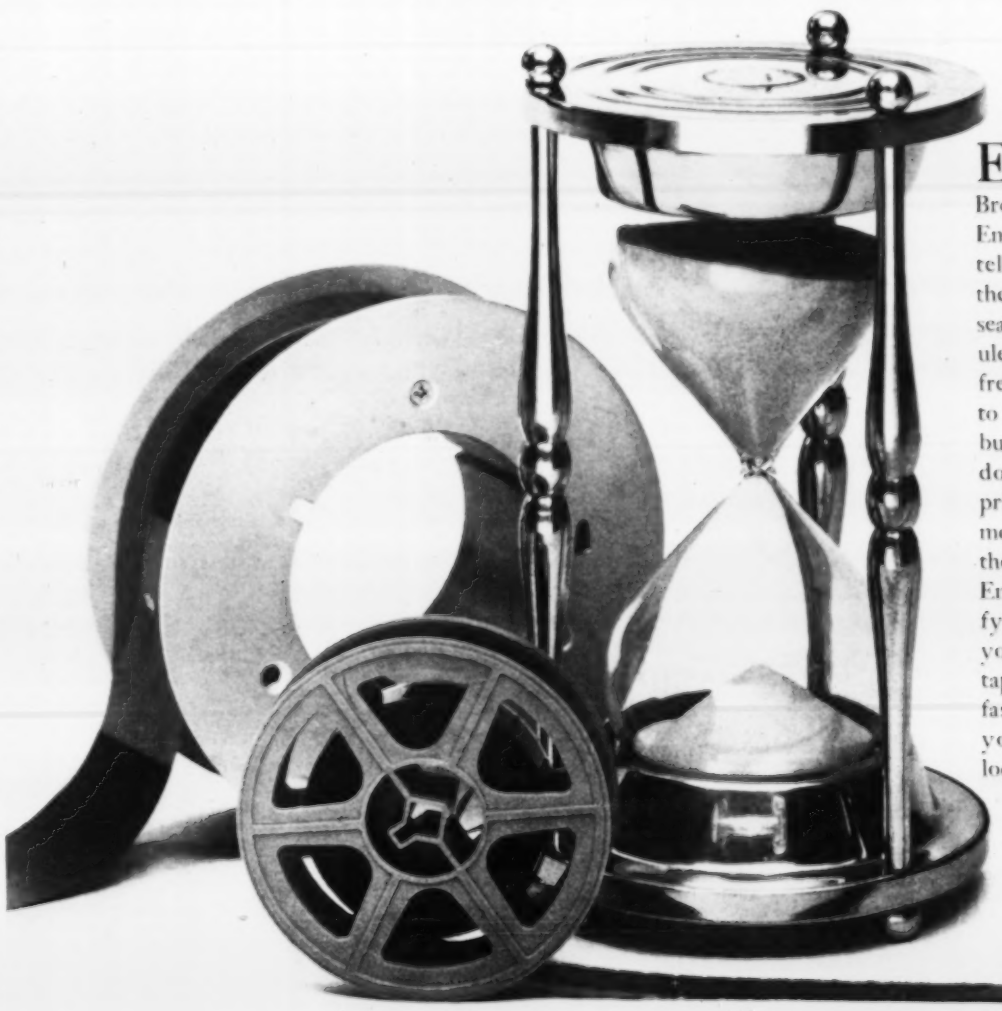
John R. Chapman Co., Birmingham, Mich., has been appointed Michigan public relations and sales promotion council for Chock Full O' Nuts Corp., New York. The agency will handle the company's all method grind and new instant coffee.

Long Boosts Keith Holden

Keith Holden has been appointed assistant director of radio and tv of W. E. Long Advertising Agency, Chicago. Mr. Holden continues as broadcast producer in addition to his new position.

CHOICE AGENCY SPACE
Entire Floor 7000 Sq. Ft.
18 Private Offices
Available Spring 1962
Carbide & Carbon Bldg.
230 No. Michigan Avenue
Chicago 1, Ill.
Other Units From 500 Sq. Ft.
Bell & Hefter, Inc.
Call ANdover 3-5555

How to get TV shows on ...on time

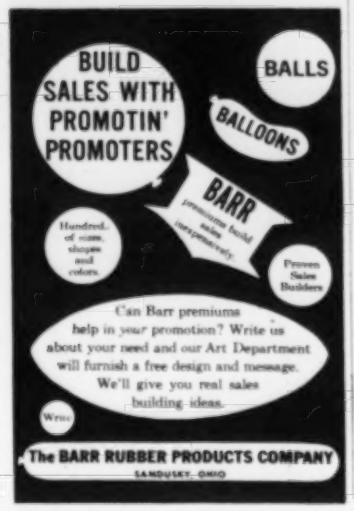


Every day, the National Broadcasting Company uses Emery Air Freight to speed television film throughout the United States and overseas to meet network schedules. This planned use of air freight, not only helps NBC to meet program deadlines, but also enables NBC to cut down costly inventory of prints, saving both time and money. Take advantage of the speed and reliability of Emery Air Freight by specifying "Ship Emery Air" on your shipments of film and tape. To find out how much faster Emery can deliver your shipments call your local Emery man, or write...

EMERY AIR FREIGHT
801 Second Avenue, New York 17, New York
Offices in all principal cities.

Hobbs Appoints La Pray

Howard C. La Pray has been appointed director of the plan and copy department of Ralph Hobbs Associates, Minneapolis agency. Mr. La Pray formerly was advertising and sales promotion director of Modern Medicine Publications, Minneapolis.


BUILD SALES WITH PROMOTIN' PROMOTERS
BALLS
BALLOONS
BARR
Hundreds of sizes, shapes and colors
Proven Sales Builders
Can Barr premiums help in your promotion? Write us about your need and our Art Department will furnish a free design and message. We'll give you real sales building ideas.
Write
The BARR RUBBER PRODUCTS COMPANY
SANDUSKY, OHIO

Pleskach & Smith Adds One

Pleskach & Smith Advertising Agency, Omaha, has been named to handle the account of Lane Foods, Denver, processor of consumer and institutional prepared food packs. Newspaper and tv promotion is planned.

Name Thomas Case VP

McCann-Marschalk Co., Cleveland, has appointed Thomas B. Case a vp. Formerly with Fuller & Smith & Ross, he joined the office in 1959 as creative director.

Grey Names Gilbert Kahn VP

Gilbert Kahn, with Grey Advertising, New York, since 1954, has been elected a vp and account supervisor.

Jackson Area Uses 97.5% More BUILDING MATERIALS

Jackson—and its 16-county area—is now a $122 million market for building materials . . . an increase of over 97% since 1950. Other economic indications show equally dramatic growth as reflected in sales tax records.

The Jackson trade zone is the heart of a 100,000 square-mile "empire" that is growing in people and in buying power. And Mississippi's leading newspapers can help build your share of sales here. The Clarion Ledger and Jackson Daily News lead in circulation by over 4 to 1!

THE CLARION ★ LEDGER AND JACKSON DAILY ★ NEWS

Jackson, Mississippi

Mississippi's First Newspapers • Represented by the Katz Agency, Inc.

Co-Owners WJTV (TV) WSLI (Radio)

You never had
syrup so good!
You never had
syrup with butter in it!
The one and only mapley-tasting syrup pre-mixed with golden melted butter
Butter-worth's

SYRUPY PUCK AD—*This is the color, one-third page vertical ad Lever Bros. will run for its Mrs. Butterworth's mapley-tasting syrup in six newspapers of Puck—The Comic Weekly on Sept. 24 (AA, Aug. 14). It will appear in all 33 Puck papers on Oct. 22. J. Walter Thompson Co. is the agency.*

Washington State Dailies' Battle Seen Going to High Court

KENNEWICK, WASH., Sept. 5—The newspaper anti-trust suit of the *Tri-City Herald*, Pasco, against the *Columbia Basin News*, Pasco, appears to be headed for the U. S. Supreme Court.

Glenn C. Lee, publisher of the *Herald*, has filed a stay of mandate with the U.S. court of appeals, San Francisco, following denial by the appeals court of the petition of Scott Publishing Co., which publishes the *Herald*, for a rehearing. The court ruled against Scott last June.

The *Herald* contends that Columbia Basin Publishers, owner of the *News*, and the International Typographical Union have conspired to create a newspaper monopoly. The suit asks for $6,625,000. The case arose from a labor dispute between the ITU and the *Herald*.

■ The U.S. District Court, Seattle, ruled in 1959 (AA, Dec. 14, 1959) that there had been a "bitter competitive struggle" between the two papers, but there was no conspiracy. The court ruled in favor of the defense and charged court costs to the *Herald*. Scott appealed the case to the San Francisco court and was turned down in June of this year.

The two newspapers are rival dailies published for Pasco, Kennewick and Richland in central Washington. #

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.

431 S. Dearborn St. • Chicago 5, Illinois

Nielsen Network TV

Two Weeks Ending Aug. 20, 1961

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Jimmy Durante Show (Brewers Assn., NBC)	13,976
2	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	13,507
3	Ed Sullivan Show (Colgate, Eastman Kodak, CBS)	12,804
4	Candid Camera (Lever Bros., Bristol-Myers, CBS)	11,537
5	The Untouchables (Several sponsorss, ABC)	11,491
6	What's My Line (Kellogg, Allstate Insurance, CBS)	11,350
7	Wagon Train (National Biscuit Co., R. J. Reynolds, Revlon, NBC)	11,256
8	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	11,162
9	Perry Mason Show (Several sponsors, CBS)	10,740
10	My Three Sons (Chevrolet, ABC)	10,646

PER CENT OF TV HOMES REACHED

Rank	Program	Homes (%)
1	Jimmy Durante Show (Brewers Assn., NBC)	29.8
2	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	28.8
3	Ed Sullivan Show (Colgate, Eastman Kodak, CBS)	27.3
4	Candid Camera (Lever Bros., Bristol-Myers, CBS)	24.6
5	The Untouchables (Several sponsors, ABC)	24.5
6	What's My Line (Kellogg, Allstate Insurance, CBS)	24.2
7	Wagon Train (National Biscuit Co., R. J. Reynolds, Revlon, NBC)	24.0
8	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	23.8
9	Perry Mason Show (Several sponsors, CBS)	22.9
10	My Three Sons (Chevrolet, ABC)	22.7

*Nielsen Average Audience***

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	12,475
2	Jimmy Durante Show (Brewers Assn., NBC)	11,631
3	What's My Line (Kellogg, Allstate Insurance CBS)	10,365
4	Candid Camera (Lever Bros., Bristol-Myers, CBS)	10,271
5	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	9,943
6	Ed Sullivan Show (Colgate, Eastman Kodak, CBS)	9,849
7	My Three Sons (Chevrolet, ABC)	9,427
8	Price Is Right—8:30 p.m. (Lever Bros., NBC)	9,427
9	Holiday Lodge (Lever Bros., State Farm Mutual, CBS)	9,286
10	The Real McCoys (Procter & Gamble, ABC)	8,958

PER CENT OF TV HOMES REACHED

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	26.6
2	Jimmy Durante Show (Brewers Assn., NBC)	24.8
3	What's My Line (Kellogg, Allstate Insurance, CBS)	22.1
4	Candid Camera (Lever Bros., Bristol-Myers, CBS)	21.9
5	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	21.2
6	Ed Sullivan Show (Colgate, Eastman Kodak, CBS)	21.0
7	My Three Sons (Chevrolet, ABC)	20.1
8	Price Is Right—8:30 p.m. (Lever Bros., NBC)	20.1
9	Holiday Lodge (Lever Bros., State Farm Mutual, CBS)	19.8
10	The Real McCoys (Procter & Gamble, ABC)	19.1

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

**Homes reached during the average minute of the program.

Videodex Network TV*

Aug. 1-7, 1961

Copyright by Videodex Inc.

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	25.0
2	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	23.1
3	Price Is Right (Lever Bros., NBC)	20.7
4	The Untouchables (Several sponsors, ABC)	20.4
5	Ed Sullivan Show (Colgate, Eastman Kodak, CBS)	20.2
6	77 Sunset Strip (Several sponsors, ABC)	19.8
7	My Three Sons (Chevrolet, ABC)	19.2
8	Family Classics (Breck, CBS)	19.0
9	Wagon Train (National Biscuit, R. J. Reynolds, Revlon, NBC)	18.6
10	The Real McCoys (Procter & Gamble, ABC)	18.3

Rank	Program	Homes** (000)
1	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	11,400
2	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	10,500
3	Price Is Right (Lever Bros., NBC)	9,400
4	The Untouchables (Several sponsors, ABC)	9,200
5	Ed Sullivan Show (Colgate, Eastman Kodak, CBS)	9,200
6	77 Sunset Strip (Several sponsors, ABC)	8,900
7	My Three Sons (Chevrolet, ABC)	8,600
8	Family Classics (Breck, CBS)	8,500
9	Wagon Train (National Biscuit, R. J. Reynolds, Revlon, NBC)	8,400
10	The Real McCoys (Procter & Gamble, ABC)	8,200

* Homes viewing in cities where program is telecast.

**Listed in sequence of rating level from first table.

Bendix Names Baragona

Anthony G. Baragona has been appointed advertising and public relations manager of the Bendix computer division of Bendix Corp., Los Angeles. He formerly was assistant advertising and pr manager.

Dahlberg Names Peterson

Earl G. Peterson has been named vp in charge of marketing of the hearing aid division of Dahlberg Co., Golden Valley, Minn. He formerly was vp of marketing of Maico Electronics, Minneapolis.

WHO BUYS CANNED BEANS IN HOUSTON?

HOUSTON POST PROFILE RESEARCH

PRODUCT: CANNED BEANS TOTAL HOUSEHOLDS: 517,900

USER HOUSEHOLDS: 87.2% (451,609)

CHARACTERISTIC	CANNED BEANS	DAILY NEWSPAPER COVERAGE		
		POST	CHRONICLE	PRESS
INCOME				
Less than $3000	77.4%	21%	23%	14%
$3000 - $4999	87.0	32	34	19
$5000 - $6999	91.2	45	39	22
$7000 or more	95.1	59	47	17
AGE (Head of Household)				
Less than 35	91.6%	37%	36%	14%
35 to 50	92.2	39	34	20
50 or more	77.6	36	37	20
FAMILY SIZE				
1 or 2	76.9%	36%	36%	17%
3 or 4	90.7	41	37	20
5 or more	92.3	35	33	18
OCCUPATION				
White Collar	90.1%	49%	42%	20%
Blue Collar, Skilled	89.7	35	35	22
Unskilled & Farm	87.5	28	27	9
Other	73.6	32	31	17

Sources: Dan E. Clark & Associates Top Ten Brands, March-June, 1960
Sales Management Survey of Buying Power, May 10, 1961

More than 87% of the 517,900 families who make up the Houston market buy canned beans . . . and to the boys from Boston (or wherever beans are born), that's a lot of legumes.

But carload sized numbers, even in the bean business, are only the shell of a marketing story.

The real meat comes out when you dig down and find the distinguishing characteristics of a market as it relates to a particular product and brand.

And that's where HOUSTON POST PROFILE RESEARCH enters the picture.

HOUSTON POST PROFILE RESEARCH tells bean canners that bean buyers in the Houston market tend to have higher incomes, are in the middle and younger age brackets, have medium or large families and hold white-collar type positions.

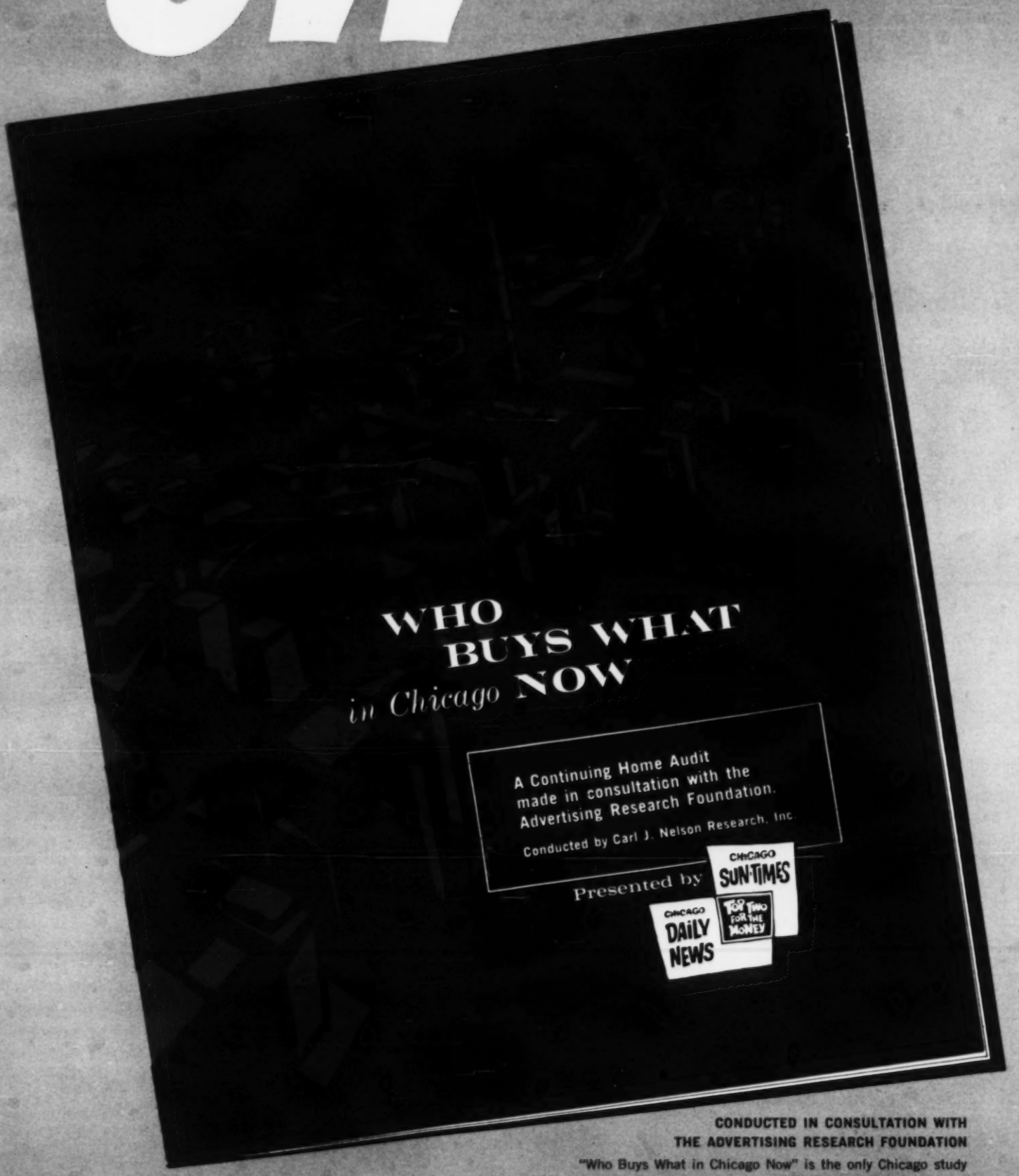
It also tells canned bean marketers that the very same characteristics which apply to bean buyers apply to readers of THE HOUSTON POST.

Whether you're selling beans or biscuit mix, house paint or hand cream, HOUSTON POST PROFILE RESEARCH can give your Houston marketing more direction. For information about a tailor-made profile of your product and brand, see your Houston Post man or our Moloney, Regan & Schmitt representative.

THE HOUSTON POST

TEXAS' LARGEST NEWSPAPER / SHOWING THE WAY IN DEPENDABLE MARKET RESEARCH

NOW Massive new study pinpoints



CONDUCTED IN CONSULTATION WITH THE ADVERTISING RESEARCH FOUNDATION

"Who Buys What in Chicago Now" is the only Chicago study that provides an accurate, up-to-date picture of brand and store choices related to consumer profiles. It's conducted by Carl J. Nelson Research, Inc., and is based on an audit of commodities on hand in at least 6,000 Chicago area homes annually. New report available quarterly.

who buys your brand in Chicago!

Gives you important marketing facts and sales strategy information you can get nowhere else.

WHAT KIND OF STUDY IS IT?

"Who Buys What in Chicago Now" is brand-new, big, exclusive. A continuing Home Audit designed to keep you abreast of the fast-changing, growing Chicago market. Helps you beam your advertising to the right people through the right consumer information.

HOW DOES IT DIFFER FROM OTHER STUDIES?

It goes beyond your sales and share of market figures. Tells you *who* buys your brand—and who buys your competitors' brands—by age, sex, socio-economic group, race and nationality. Tells you where you're strong. Where you're weak. Gives you a continuing check on how your promotions and campaigns are clicking—and with whom.

WHO SHOULD USE IT?

Any manufacturer or retailer selling food, apparel, appliances, home furnishings, cosmetics, drugs, toiletries, automobiles, gasoline, oil, tires, batteries, cigarettes, or alcoholic beverages in Chicago.

WHAT IS THE SAMPLE?

It's Chicago's largest. 6,000 area homes are sampled annually, 1,500 homes quarterly. It's accurate. Audit is taken right in the home by a trained interviewer. No relying on a panel member's diary. It's impartial. The only Chicago study of its kind made in consultation with the A.R.F.

HOW OFTEN ARE REPORTS AVAILABLE?

Quarterly. If you want special information, our research department will supply it—any time—for the small cost of sorting the IBM cards involved.

HOW DO YOU GET THIS STUDY?

Exclusive quarterly reports are available only through your Sun-Times and Daily News representative. Ask for the first one right now. There's no charge.

CHICAGO SUN-TIMES
CHICAGO DAILY NEWS
TOP TWO FOR THE MONEY

CHICAGO SUN-TIMES
CHICAGO DAILY NEWS

CHICAGO: 401 N. Wabash Avenue, WHitehall 3-3000
NEW YORK: Time and Life Bldg., CIrcle 6-1919
DETROIT: Buhl Bldg., Room 1026, WOodward 3-0930
ATLANTA · LOS ANGELES · SAN FRANCISCO
Sawyer-Ferguson-Walker Co.
MIAMI BEACH: Hal Winter Co.

Copyright, 1961, Field Enterprises, Inc.

THIRSTY FOR SALES?
BUY THE BIG 5th
EL PASO, TEX.
Whatever you've got to sell, the Southwest wants to buy it. El Paso, big 5th city of Texas, serves 750,950 consumers with a sky-rocketing half-billion dollars in retail sales . . . an international blend of buyers in southern New Mexico, West Texas, and Juarez, Old Mexico. Buy the Big 5th, and take the biggest trading area in the Southwest straight! The El Paso trading area packs a powerful sales kick . . . scores well within the nation's top fifty markets. If you're thirsty for sales, buy the Big 5th . . . El Paso, Texas.
EL PASO BROADCASTERS:
KELP/KELP-TV/KHEY
KIZZ/KROD-TV/KROD/KSET
KTSM-TV/KTSM/XEJ-TV
XEJ/XELO

Krause Retires as VP of McCann-Erickson

Walter Krause has retired from McCann-Erickson, New York, as vp and assistant to the president on special projects. He plans to live on his farm in Ohio and act as an advertising consultant.

Walter Krause

Mr. Krause joined McCann-Erickson's Chicago staff 18 years ago after serving in the office of the co-ordinator of inter-American affairs.

Campbell Repeats Swanson 'Silver Dollar' Offer

Campbell Soup Co., Camden, N.J., is repeating its Silver Dollar consumer offer on Swanson TV brand dinners during September and October. The Silver Dollar refund offer enables consumers to receive a free silver dollar when they submit proof of purchase from any four kinds of Swanson TV brand dinners.

A heavy schedule of color page ads will appear in *Life*, and spot tv ads will continue. Leo Burnett Co., Chicago, is the agency.

Miller Buys 'Home & Garden Supply Merchandiser'

Miller Publishing Co., Minneapolis, has purchased *Home & Garden Supply Merchandiser* from American Aviation Publications, Washington. *Home & Garden Supply Merchandiser* is a 12-year-old monthly publication which circulates to 28,000 garden supply retailers.

Editorial and business offices now in Baltimore will be transferred to Minneapolis. The purchase is effective Oct. 1.

Smith, Taylor Adds Account

Smith, Taylor & Jenkins, Pittsburgh, has been appointed to handle advertising and public relations for Specialized Food Services, Pittsburgh, food service for industry, hospitals and schools.

Bahamas Open U.S.-Canada Push for Tourists

NASSAU, BAHAMAS, Sept. 7—With one of the biggest advertising and promotion budgets in years, the Bahamas Development Board is ready to open a U.S.-Canada campaign to attract a record number of visitors to these West Indies islands in the coming winter-spring season.

Two agencies, Grant Advertising, Miami, and Kelly-Nason, New York, are scheduling ads in consumer magazines and newspapers, as well as in special publications, to keep the tourists coming to Nassau and the Out Islands.

Officials of the board said they expect at least a 10% increase in the number of tourists who will be coming here in the 1961-'62 season.

■ A record-breaking total of 305,553 persons came to Nassau last year. And 36,424 more came directly to the Out Islands, without stopping at the Bahamas capital city.

By way of comparison, the total number of visitors to Nassau 10 years ago was 45,371.

Bahamas visitors last year spent $61,000,000. In 1950, that figure was $13,858,000. The average visitor here spends $200.

This British colony, 50 minutes by air from Miami, believes that the coming tourist season will be the most competitive in the history of the travel business. The season is going to be longer, too, since Easter will not arrive until April 22. So ad and promotion budgets have been arranged to cover this extended period.

■ Grant's share of the ad budget is $288,527, compared with $240,708 last season. Grant handles Canadian advertising and outdoor ads in Florida and southern magazines and newspapers. Also, Grant handled California magazines and travel trade and other special publications. A fast-expanding market in Texas is to be tapped.

U.S. newspapers will get $146,088 of the budget, Canadian papers, $16,982. Total magazine advertising will come to about $116,800.

Special emphasis is to be placed on appeals for travelers to come to the Bahamas during the Thanksgiving vacation, the year-end holidays and Nassau's social season and at Easter. A "Go East" campaign, designed to bring visitors from the West Coast markets, is to be intensified. And ads booming the Out Islands are to be stepped up.

Grant also is creating a campaign in key Negro publications in the U.S. "to assure the Bahamas of a substantial share of that important tourist market," according to the board.

The Grant program was laid out by John L. Dey and Fred Roth.

■ At a recent semi-annual sales meeting of the board, it was noted that many resort areas had been hit by sharp declines in overseas travel. The Bahamas competes with the other West Indian islands and with Bermuda. The board's ad experts agreed that a most ambitious campaign was necessary this season.

Top addition to the schedule of Kelly-Nason will be several full-color pages at peak vacation market periods in *Sports Illustrated*, whose readers find special appeals in Bahamas' attractions.

■ The Kelly-Nason ad space will run $168,024 from October through Dec. 31 of this year and $270,714 from Jan. 1 through April, 1962. Kelly-Nason handles northern newspapers and general magazines and such special publications as *Flying*, *Skipper*, *Yachting* and *Motor Boating*.

The Kelly-Nason campaign was conceived and offered by James S. O'Doherty, vp, working with John J. O'Kelly Jr. and Roger Joslyn, art director, who also are vps.

Ads in bridal magazines, aimed at honeymooners, are to be extended to include the quarterly publications.

Flying, which circulates among private pilots and plane owners, will carry Bahamas ads around the calendar. =

AHOY, THERE, SAILOR—*This beauty takes advantage of the ideal sailing conditions offered by the Bahamas.*

Hayes Names Jaqua for New Type of Auto Muffler

Hayes Industries, Jackson, Mich., has appointed Jaqua Co., Grand Rapids and Detroit, to handle advertising for a new line of mufflers for the automobile aftermarket. Hayes, which also produces original equipment for the auto market, has no other agencies.

The new product is described by the company as an innovation in the muffler field. The new muffler, Hayes says, is able to handle increases in back pressure as engine speed is increased and therefore can effect engine performance and economy. Trade publications will be used in the initial advertising. Other ad plans have not been formulated as yet. The account will be handled out of Jaqua's Detroit office.

Walgreen Issues Coupon Book

Walgreen Co. has issued a special book of coupons to be used for purchases only in its new drug store in the Merchandise Mart, Chicago, which was opened in August. The book, entitled "Welcome Coupon Book," contains some 36 coupons which entitle consumers discounts ranging from 10¢ to 98¢ on such merchandise as ballpoint pens, golf balls, toothpaste, film and hair spray. The coupons may be redeemed only during certain five-day periods. Walgreen declined to give details on the coupon operation, other than to say that it was a "test operation."

ASK YOUR BOSTON GLOBE REPRESENTATIVE TO SHOW YOU PAGE 211 IN "THE NEW BOSTON" STUDY.*

IT SHOWS THAT IN SPITE OF THE SUNDAY GLOBE'S LEAD IN TOTAL READERS — THE SUNDAY HERALD IS AHEAD IN NUMBER OF READERS WITH FAMILY INCOMES OF $8,000 AND OVER.

THESE ARE "THE PROSPER BOSTONIANS" — THE PEOPLE WITH THE BUYING POWER TO GIVE YOUR ADVERTISING GREATER PULLING POWER.

MORNING Herald-Traveler EVENING
BOSTON'S HOME-DELIVERED NEWSPAPERS
Represented nationally by Sawyer-Ferguson-Walker

* Not to be confused with "The Buying Bostonians" a Globe promotion piece based on "The New Boston" study.

50%
MORE READERS
for your highway signs

"Codit" Reflective Liquid gives your highway "tacker" signs the power to impress motorists at night—without the cost of lights! Signs reflect light from oncoming cars. You get 50% more readers than with daytime-only signs, because ⅓ of all traffic travels after dark.

WRITE FOR FOLDER AND FREE DEMONSTRATION SAMPLE

CODIT® BRAND REFLECTIVE LIQUID
Minnesota Mining & Manufacturing Co. 3M
Dept. RCW, St. Paul 6, Minn.

U. S. Scientists vote TIME the Most Important Magazine in America*

TIME's their favorite magazine, too. Perhaps because it is the complete newsmagazine—the story of the whole world's week. Perhaps because TIME digs out the facts, peers into causes, seeks out the truth of the news in a very complicated world. What's this mean to advertisers? It means that the busy, intelligent, important people in every field respect, and respond to, one magazine in particular. To TIME, The Weekly Newsmagazine. One magazine, one medium, to reach the most important people in America.

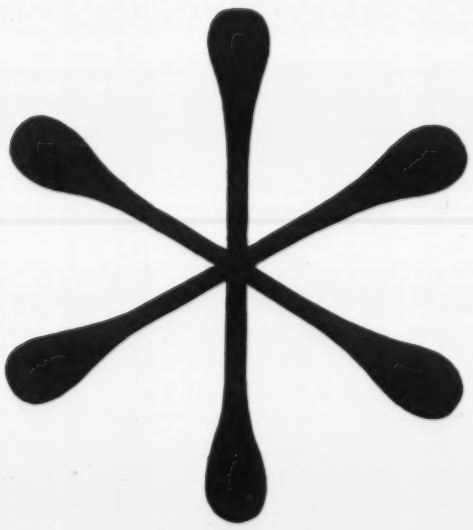
*Your TIME representative will be glad to show you a copy of the new series of surveys on the reading preferences of America's Most Important People.

When your television dollars are looking for the network and the time period that will deliver the biggest and most responsive national audience, remember this:

The percentages are riding with you on ABC-TV. Take a look at the latest National Nielsen, see how the lookers, coast-to-coast-wise, are spending their looking-time.

1/2

In the critical matter of half-hour by half-hour ratings, ABC-TV showed its popular appeal with 21 out of 51 firsts...more firsts, that is to say, than Net Y or Net Z.*



*Nielsen National TV Report; Average Audience, all sponsored time periods, two weeks ending Aug. 6, 1961, Mon. thru Sat., 7:30-11:00 PM; Sun. 6:30-11:00 PM.

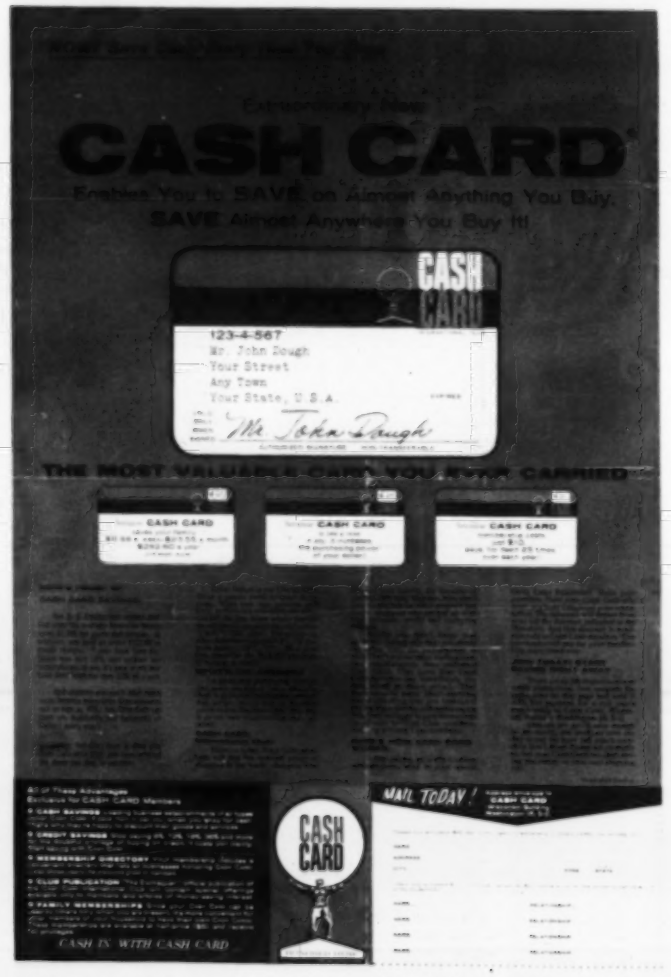
ABC Television

Cash Card Pops Up as Credit Card Rival

(Continued from Page 3)

out that the average family pays out $121.50 a year in interest on instalment purchases—enough to buy a new tv set. It quotes *Life* to the effect that people will spend 25% to 35% more when they charge than when they pay cash.

■ The initial newspaper ad involves two pages apiece in the *Washington Post* and the *Washington Star* and three pages in the *Washington Daily News*. One page is in three colors, reproducing the club membership card and explaining the operation. The other page lists more than 500 merchants who have signed up to honor the Cash Card. It promises that any card owner who fails to recoup his $10 membership fee in the course of his regular shopping during the first year will have his money refunded five times over.



KICKOFF—*This is one page of the newspaper spreads telling Washington area residents about Cash Card, the reverse twist on the credit card craze. The other page lists 500 merchants who will give cash discounts to Washington area Cash Card holders.*

Mr. Gay has been telling merchants that he will eventually have 200,000 card holders signed up in this market. His goal is 100,000 by the end of three months. Nationally, he sees 5,000,000 members.

Consumers who join the club pay a $10 enrollment fee. They are promised savings of 5% to as high as 40%.

Participating merchants are to be listed in a directory, which specifies the discount pledged by each merchant. The discount will vary from store to store, but it will be fixed in each instance before the store is accepted for listing in the directory.

■ Mr. Gay says the idea is rooted in a community merchant premium book which he was pushing on his disc jockey program many years ago. "The book sold for $2 and offered discounts and two-for-one offers at member stores," he recalls.

"It occurred to me that this idea could be refined and put over on a large scale, but I never got around to doing anything about it."

He says his current interest in the project was sparked by testimony which has been received by a Senate banking and currency subcommittee which has been considering the Douglas "truth in lending" bill. At these hearings, Mr. Gay became conscious of case histories where interest rates ranged from 50% to more than 100%.

"It struck me," he said, "that if people were rewarded for paying cash, more of them might get off the credit treadmill." He took the idea to Larry Dobrow, vice-president and board chairman of Larrabee Associates, Washington advertising and public relations agency. Early in August, offices were opened and staffed here, with plans for a test in the Washington market, and eventually expansion on a national basis.

■ The club is built on the theory that people can be sold on the idea of paying cash, in order to make substantial savings. Americans have become increasingly geared to the charge-it, deferred payment way of life, Mr. Gay admits.

"But I think if people get wise to how much this is cutting their budgets and figure how many other things they could buy with their interest money, plus discount bonuses, then I think this thing will really go like a house afire," he says.

Mr. Gay, who has radio stations in Washington, Ashland, Ky., and Kinston, N.C., is a legal resident of the Virgin Islands. He says that $1,000,000 in venture capital can be put into promotion of Cash Card in 1961.

Besides the initial newspaper splurge Monday, the plan for Washington in September includes follow-up newspaper ads on a weekly basis, in spaces of 1,000 lines up to a page. Minute spots are planned on all local tv stations and most radio stations. A one-fourth showing is to be used on all buses and streetcars in the metropolitan area, using a triple card, with a "take one" coupon card to test response. Expenditures in newspapers are expected to amount to about $25,000, according to Mr. Dobrow. Most of the remainder will be split about evenly between radio and tv.

■ Mr. Gay contends that Cash Card International Club is the consumers' and merchants' answer to the credit card.

"Somebody is paying the fee for charging through these clubs," he says. "It starts with the merchant, who pays anywhere from 4% to 15% to the organization. And it ends with the consumer, in the form of higher prices. Sometimes both the consumer and the merchant pay. This way the consumer gets the break, and the merchant gets the business."

The merchants who are listed in the kick-off ad have been admitted to Cash Card without any fee, but Mr. Gay expects that an annual fee will be charged all merchants who participate in the plan. In that event, the club will have income from members and merchants.

A number of other possibilities are in the offing, he reports. Besides the cash savings, the club may pay premiums to members, based on their cash discount receipts. A club publication, "The Exchequer," is also planned. ≡

Saran Wrap Plans Fall Drive

Dow Chemical Co., Midland, Mich., is planning a 90 day promotion beginning Sept. 18 for its Saran Wrap. Color pages will appear in October issues of *Better Homes & Gardens, Family Circle, McCall's* and *Woman's Day*, with pop-up coupons offering 7¢ off appearing in the three former books. Further magazine ads will be placed in November and December.

Saran Wrap will co-sponsor "Ben Casey," a new weekly tv show on ABC, beginning Oct. 2. Together with Betty Crocker Date Bar mix, Diamond walnuts, California raisins and S&W Glace cake mix, Saran Wrap will promote the "quickest fruit cake ever" in 13 Sunday supplements, nine consumer magazines and two farm publications as well as cooperative in-store displays. MacManus, John & Adams, Bloomfield Hills, Mich., is the agency for Saran Wrap.

Silver Dollar Network Formed in Montana

Silver Dollar Network, Montana radio station group, has been formed, with offices in Billings. Six Montana radio stations make up the organization. They are: KOOK, Billings; KBMN, Bozeman; KXLF, Butte; KFBB, Great Falls; KCAP, Helena; and KGVO, Missoula.

Bettye Zuck, formerly traffic supervisor of KOOK-TV, Billings, has been appointed general manager. George P. Hollingbery Co., Chicago, has been named national representative, and Art Moore & Associates, Seattle, represents the network in the Northwest.

Garfield, Hoffman Adds Two

Garfield, Hoffman & Conner, San Francisco, has been named to handle advertising for Brase Tool Co., San Francisco, and The 400, San Carlos, community apartment development. Brase's initial annual budget is set at $150,000.

BLANK—*This two-panel display for Mrs. Wagner's apple pie is appearing throughout United Advertising Corp.'s northern New Jersey plant. Smith/Greenland Co. is the agency.*

Fewer Canadian Periodicals Favor O'Leary Report Than Represented, Laybourne Says

TORONTO, Sept. 6—Most people involved with the recommendations of the Royal Commission on Publications have done a considerable amount of research on how the report was received.

C. J. Laurin, president of the Periodical Press Assn., told ADVERTISING AGE (Aug. 14) that to date, 55 daily newspapers have commented on the commission's recommendations; 36 have favoured it and 19 have opposed it. Also, said Mr. Laurin, 35 weekly newspapers have commented with 25 favorable, 10 against.

"This," said Mr. Laurin, "totals 61 for and 29 against."

Lawrence E. Laybourne, 48-year-old managing director of Time International of Canada, also has done some research on the subject, and he says that Mr. Laurin is "misrepresenting" the case and resolving every question in favor of his position.

■ "If there is any ambiguity in the press comment," said Mr. Laybourne, "Mr. Laurin and the Periodical Press Assn. are considering the comment as favorable to the report. Nuts."

Mr. Laybourne said that at least 97 daily and weekly newspapers have commented editorially on the O'Leary report and that a number of others have reprinted the opinion of other editors without giving any direct indication of their own attitude on the commission's recommendations.

"Of those which have expressed individual views," he said, "39 clearly and unequivocally oppose adoption of the report. Thirty-one are as clearly and unreservedly in favor of the report."

A small number—27—are either neutral in their attitude or mildly for or against the findings, with reservations, he said.

A dispassionate reader could not identify them as definitely favorable or unfavorable to the general findings of the commission, he said.

■ He said analysis of the critical editorials (and the reservations expressed by papers in the neutral group) shows a wide variety of reasons for opposing the report.

On several points of criticism, he said, there is a strong consensus.

Said Mr. Laybourne:

• Twenty-two newspapers said they doubted that the measures proposed would effectively divert revenues from the Canadian editions of foreign magazines to Canadian-owned magazines. Among the papers with this opinion are the *Vancouver Province, Medicine Hat News, Regina Leader-Post, Saskatoon Star-Phoenix, Winnipeg Free Press, Brandon Sun, Toronto Telegram, Toronto Globe & Mail* and *Halifax Chronicle-Herald*.

• Sixteen papers asserted that the proposals would improperly interfere with the choice of advertisers in selective ways to sell their goods and services. Included among these expressing this criticism are the *Victoria Colonist, Calgary Herald, Sherbrooke Record, Summerside Journal-Pioneer, Windsor Star* and *St. Catharines Standard*.

• Sixteen papers said there would be outright violation of press freedom or a serious restriction on the free flow of information if the commission's proposals became law. Those finding a danger of this kind in the report included the *Fredericton Gleaner, Toronto Globe & Mail, Toronto Telegram, Barrie Examiner, Galt Evening Reporter, St. John's News* and *Lunenburg Progress Enterprise*.

• Thirteen papers asserted that the chief means of economic improvement in magazine publishing should be better editorial content to develop readership.

■ Other points, said Mr. Laybourne, included:

• The proposals would damage Canada's international reputation and provide a bad example to other nations (five papers).

• The proposals would invite retaliation (four papers).

• To penalize established enterprise would be unfair (four papers).

• Administration would be complex and difficult (three papers).

• The intent or the effect of the proposals would to put *Time* and *Reader's Digest* out of business in Canada (five papers).

• Competition should not be eliminated because it protects against mediocrity (four papers).

• The import of foreign periodicals should not be blocked (four papers).

• *Time* and *Reader's Digest* have not been competing unfairly with Canadian-owned magazines (two papers).

• To penalize advertising in foreign magazines without regulating foreign broadcast advertising would be inconsistent (three papers).

• The proposals wrongly make no effort to encourage printing of foreign magazines in Canada (three papers).

• Too few magazines would benefit, and monopoly would be further encouraged (three papers).

• Mr. Laybourne also said five papers said that the report showed prejudice and prejudgment and that two papers had commented that the power of taxation would be improperly used.

■ In short, according to Mr. Laybourne's research, 39 of the 97 daily and weekly newspapers surveyed are clearly opposed to the recommendations of the report, 27 are neutral on the recommendations or mildly favorable or unfavorable, with reservations, and 31 are clearly opposed.

Mr. Laybourne said that of the 39 opposing the recommendations 26 were dailies and 13 were weeklies. Of the 27 "neutrals," 20 were dailies and seven were weeklies. Of the 31 approving the report, 18 were dailies and 13 were weeklies.

D&C Elects Baker VP

Samm S. Baker, an account supervisor of Donahue & Co., New York, and author of mystery stories and other books, has been elected a vp.

OL' CASE TELLS ALL. In this week's new Saturday Evening Post, Casey Stengel who's the feller that once managed that Yankee team over in the AL remembers back on his long and lively career which naturally includes the time he was playing for Pittsburgh over in Brooklyn and whoosh a flew out from under his cap. And in fact of the matter Ol' Case passes comments on everything starting with his days as a not-so-terrific outfielder right up to and including his sensational career with the Yankees so make sure you read this story which is full of interesting facts and surprises which you shouldn't miss if you can. ■ More excitement in this week's Post: a new series, "Speaking Out: the Voice of Dissent," that will shake your opinions and stir your blood. (This week Herman Kahn rips into our ostrich mood on nuclear war.) ■ Bold, brilliant design by Neil Fujita for a compelling short story by John D. MacDonald —"Hit and Run." ■ Stewart Alsop analyzes Kennedy's first six months as President. ■ Seven pages of startling words and striking color photos on "The Troubles of Suntan U." by Jerome Ellison. ■ Eye-widening design by Herb Lubalin for Robert Edmond Alter's "Once Upon a Treasure Hunt." ■ "People on the Way Up"—sharp portraits of new names in the news. ■ And much more. Pick up your copy of the new Post today. Suddenly reading becomes a new adventure!

The Saturday Evening POST

NILES PRODUCES COMMERCIALS ON NEW AUNT JEMIMA PANCAKE MIXES FOR J. WALTER THOMPSON

Apple Pancake Mix and New Corncakes were subjects of four TV commercials Niles produced for J. Walter Thompson, involving intricate use of matte opticals. Don Franz, JWT's producer, worked with Niles' executive producer, Harry Lange, and cameraman Howard Siemon.

FRED A. NILES COMMUNICATIONS CENTERS, INC.
1058 W. Washington Blvd. • Chicago 7
Of Hollywood: 650 N. Bronson

Three Join Jordan, Sieber

Jordan, Sieber & Corbett, Chicago, has added David T. Golden Jr., art director; Emmett McBain, graphic designer; and Richard J. Quinlan, staff artist, to its art department. Mr. Golden previously was executive art director of Harry C. Phibbs Pharmaceutical Advertising; Mr. McBain and Mr. Quinlan formerly operated their own studios.

Watson Names Western Rep

Watson Publications, Chicago, has named McDonald-Thompson advertising representative on the West Coast and in the western states for *Traffic Management*, a new Watson publication, which will have its first issue in January.

Howe to Central Airlines

Jack Howe has been named sales promotion manager of Central Airlines, Fort Worth. Mr. Howe formerly was director of public relations of Trans-Texas Airways.

Pinkerman, Invalided by Surgery, Resigns Reichhold Ad Post

NEWTOWN, CONN., Sept. 5—In November, 1958, Mark K. Pinkerman, vp in charge of advertising of Reichhold Chemicals, White Plains, N.Y., was named vice-chairman of Business Publications Audit of Circulation. In the ordinary course of events, he probably would have become BPA chairman.

Mark K. Pinkerman

But Mr. Pinkerman resigned from BPA last October, and last Friday (Sept. 1) relinquished his last link with advertising and publishing by resigning from Reichhold.

Mr. Pinkerman has been almost entirely paralyzed for the past two years, the result of an operation for a slipped disc following a fall at golf.

■ At Reichhold, his successor, J. S. Brown, ad manager and Mr. Pinkerman's assistant for the past three years, said Mr. Pinkerman had resigned because he was now convinced he would not recover from the crippling effects of the operation.

"Mr. Pinkerman has been inactive for several months. His retirement brings to an untimely end a long and dedicated career in advertising," Mr. Brown said.

Mr. Pinkerman, who is 59, graduated from DePauw University in 1924. Before joining Reichhold in 1946 as assistant ad manager, he was for three years copywriter for Commonwealth Edison Co., nine years copy chief with Jay H. Maish Co., and a total of some 10 years ad director of Curtis 1000 Inc., Wesley Steel Treating Co., and Eclipse machine division of Bendix Aviation Corp.

■ During Mr. Pinkerman's tenure of office at Reichhold, said Mr. Brown, gross sales of the company had risen from some $23,000 000 to the $100,000,000 level. Mr. Pinkerman's advertising duties had been a distinct contribution to this increase. He was named vp of advertising in March, 1955.

He played an active part in affairs of BPA, Assn. of National Advertisers, and Assn. of Industrial Advertisers. He was named a director of BPA in June, 1957, and vice-chairman of the board and chairman of the auditing policies committee in November, 1958. In February, 1960, Mr. Pinkerman was reelected to the board, but resigned last October. His three-year term was to have expired in February, 1963.

Mr. Pinkerman lives with his wife at RFD No. 1, Castle Hill Rd. here. #

F. E. Compton Names Two

Glenn C. Lange and Milton N. Pierson have been appointed sales promotion managers of "Compton's Pictured Encyclopedia," published by F. E. Compton & Co., Chicago. Mr. Lange has worked for Compton for several years in sales promotion, advertising and pr. Mr. Pierson formerly was a vp of Feldkamp-Malloy, Chicago.

Copperweld Promotes Beymer

J. Glenn Beymer has been appointed assistant ad manager of Copperweld Steel Co., Pittsburgh, succeeding Robert E. Zange, who resigned to join Bell Telephone Laboratories, New York. Mr. Beymer formerly was supervisor of literature and direct mail on Copperweld's ad department.

SATURDAY

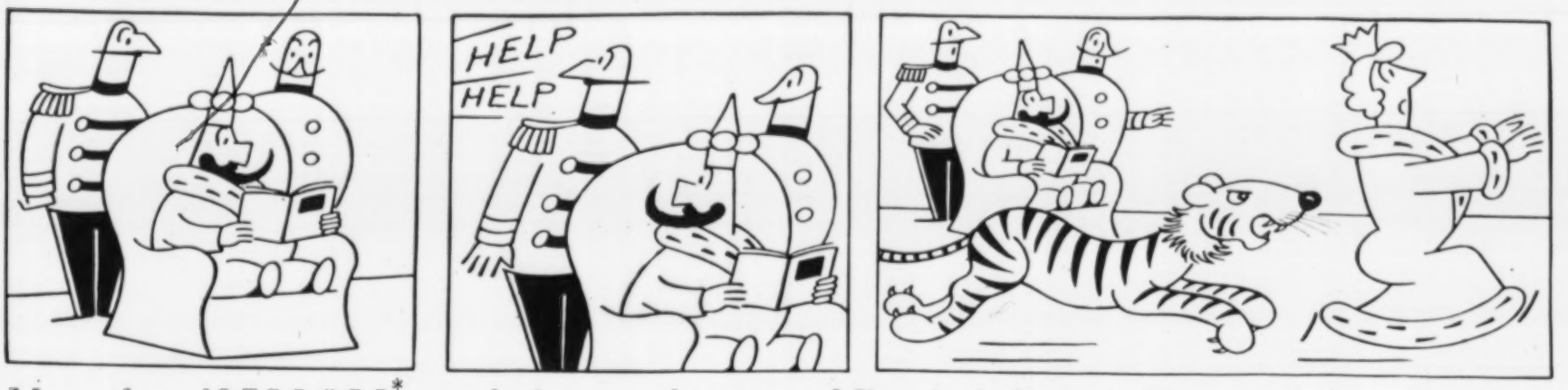
Buffalo's *BIG* Newspaper day

Here's an idea that changed the newspaper reading habits in Buffalo... the big Week-End Edition of the BUFFALO EVENING NEWS. It is delivered Saturday afternoon to more Buffalo homes than any other daily or Sunday newspaper.

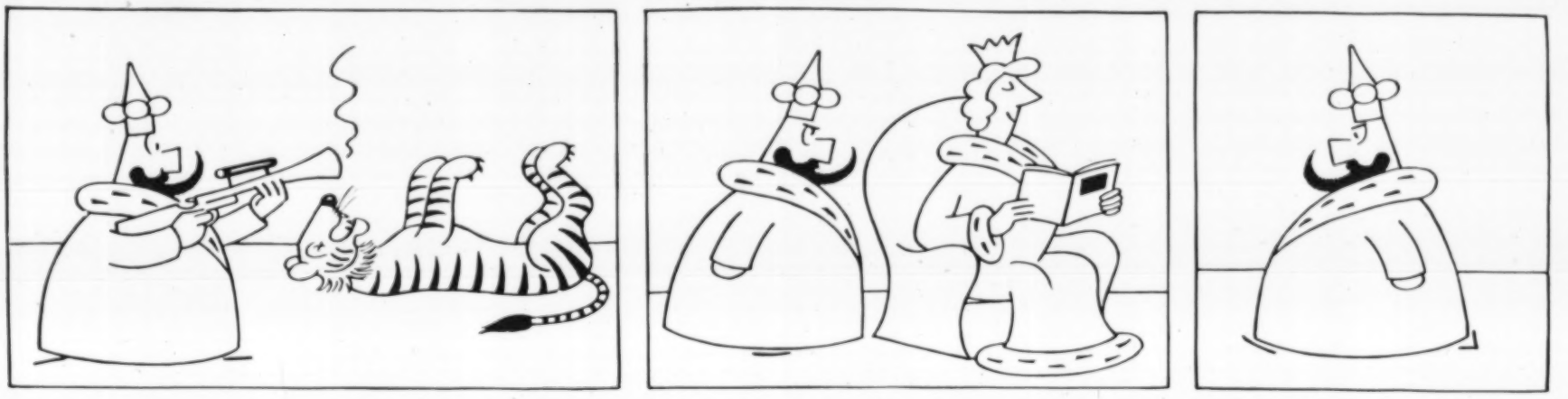
This complete News and Entertainment Reading Medium with its color comics, THIS WEEK magazine, TV Topics, special feature sections of outstanding regional interest, financial and news summaries, reaches 88% of city and suburban families.

Delivery before dinner on Saturday provides many more hours of reading time. Advertising response can be immediate because stores selling your products are open for business. It will pay you to investigate the superior coverage and readership of the week-end edition of the Buffalo Evening News.

BUFFALO EVENING NEWS
KELLY-SMITH CO.—National Representatives
WESTERN NEW YORK'S GREAT NEWSPAPER

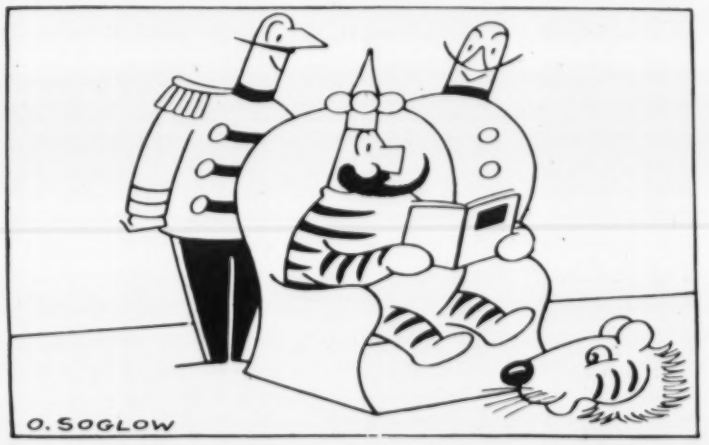


More than 12,500,000* people buy each issue of Reader's Digest. They and their families



turn to their copies again and again. The result is that a page advertisement in the Digest

is looked at over 60 million times. This compares with 30 million times for a page in Life,



Look or Post. For about the same money the Digest lets you...

double your chances-to-sell!

*1962 guaranteed circulation 13,300,000

Source: Alfred Politz Media Studies.

Digest helps pull Cannon stocking sales up 44%: "During the 4 months starting with October, 1960, when we began our new advertising campaign exclusively in the Digest, our sales went up 44% over the previous year," reports Mr. Peter Sarfaty, vice president in charge of Cannon Mills' hosiery division. "We have never had this kind of response before. The Digest is a big reason for our new growth."

Why not give your product a chance to achieve this kind of growth? Let the Digest sell it to the world's largest, richest, readingest audience.

Do you sell overseas? In 110 countries outside the U. S., more than 30,000,000 people with money to spend read the Digest every month. 29 editions in 13 languages.

People have faith in

Reader's Digest

Mothers' Aid Finds Gold Mine in Jingle Writing Charlotte Kirshbaum

By Shirley Ullman

CHICAGO, Sept. 5—When Mothers' Aid of Chicago Lying-in Hospital needed a catchy rhyme for a project in connection with its baby book, the group found a gold mine in one of its own members—Mrs. Charlotte Kirshbaum, by profession a copywriter with Olian & Bronner.

Winner of a 1959 Chicago Federated Advertising Club first prize for 60-second radio commercials, Mrs. Kirshbaum is one of the few women who have achieved success in the field of writing and producing tv and radio commercial jingles.

Mrs. Kirshbaum began her present career almost accidentally, after 20 years as wife, mother, homemaker, civic leader, and charity worker. Originally from St. Louis, she married Chicagoan Milton Kirshbaum the same day she was graduated from Washington University, where she had specialized in creative writing and music. She had planned to begin work at a St. Louis agency after a short vacation, but moved to Chicago instead, postponing her agency career 20 years.

■ In 1958 her brother, the late Irwin Olian, then president of Olian & Bronner, coaxed her "out of retirement" to pinch hit for an ailing copywriter. Her avocation of writing poetry and music was put to a hard test, and she came through with flying colors and has since written about everything from frozen foods to tuxedos.

Now in addition to her career as an adwoman, Mrs. Kirshbaum keeps up with a busy home life as wife of a Chicago financial consultant and mother of two sons—Tom, now doing graduate study in music at Yale, and Larry, who is entering his senior year at Francis Parker High School. And she has kept on with her extra-curricular activities as a PTA member, board member of the Scholarship and Guidance Assn. and writer and producer of shows for charities and conventions.

High on Mrs. Kirshbaum's list of pet activities is her volunteer work as a member of the Baby Book committee for Mothers' Aid of Chicago Lying-in Hospital, University of Chicago.

The baby record book, "Our Baby's First Seven Years," in itself a unique success story, has sold more than 2,000,000 copies since 1928, when the original edition was inspired by Dr. Joseph Bolivar De Lee and compiled by Mrs. Hermien D. Nusbaum. Mrs. Nusbaum still is executive director of the committee. The Baby Book committee visualizes future editions, allocates contracts and debates over color and design. Compiled, edited, published and distributed solely by Mothers' Aid, it has contributed more than $250,000 to the Lying-in Hospital.

The baby book, which is available in most department stores in cities and in book shops, also has been sold in most countries in the world. A recent order came from a distributor in Tokyo. And others have come from Monrovia, Liberia; St. Thomas, Virgin Islands; and Nicaragua. Heinze & Penfound has been the agency for Mothers' Aid and the baby book for about eight years.

■ The baby book retails for from $3 to $6, depending on the binding. All proceeds go to the hospital. Mothers' Aid pledges $1,500 monthly and last year contributed a total of $40,000 from the book operation.

So, when members of the book committee wanted to develop something to hang on a nursery wall as a companion to the baby book, utilizing the art work in the book, they drafted Charlotte Kirshbaum to write a series of cogent rhymes to accompany illustrations of the tots at each of ages one to seven. Charlotte also came up with the idea of providing spaces for a photograph of the child taken on each birthday. Called "Add-A-Photo," the 18x14" lithographed print also is titled "Our Baby's First Seven Years."

Mothers' Aid also called on Charlotte to write and produce a show for its 50th anniversary—"50 Grand." At work or at play, she can't escape her typewriter or piano. She has written many poems, songs and parodies for friends who call and ask her to write something for parties. She wrote lyrics for the Shaw Society of Chicago's "Oh Pshaw," several years ago, and last spring she collaborated on a show at Frances Parker High School with John Holabird, architect of the new Parker school, "*Quelle Mouche Vous Pique*" (What's Biting You), which the parents presented.

■ An inveterate party planner and giver, this Perle Mesta of Chicago's North Side likes to plan parties with an unusual theme. She researched and worked six months to plan her husband's 50th birthday party. The Kirshbaums' entire apartment was decorated in a Smithsonian-Institute fashion.

ADD-A-PHOTO—*An active volunteer worker for Mothers' Aid of Chicago Lying-in Hospital, Charlotte Kirshbaum put her creative talents to use for this nursery wall plaque to be sold in conjunction with the baby book.*

RHYTHM—*Charlotte Kirshbaum trys out a new commercial on son, Larry, who doesn't hesitate to tell her if he doesn't like the beat.*

Mr. Kirshbaum, while a financial specialist, understands his wife's career, as he worked briefly in an agency immediately after college, and not only wrote commercials, but sometimes was engaged as an announcer.

■ One of Charlotte's proudest professional satisfactions was when the Italian ad manager from Pavesi Biscottini Co. in Italy, while here in Chicago, visited the agency after hearing tv spots for Jays potato chips on which she and her brother collaborated. Through an interpreter he commissioned the agency to create a two-minute story-board for a film on Pavesi potato chips to run in Italian movie houses.

Charlotte also was tickled the time a gentleman from Wisconsin walked into the agency after hearing some spots for Atlas Prager beer in which "Hulda" and "Hugo" and a trio, accompanied by a German-style band, sing praises of the beer. The gentleman's name was Hugo, his wife's was Hulda and he said they drank Atlas Prager. He wanted to buy a record of the jingle to surprise his Mrs. Of course he was given a copy.

■ Answering the question, "How do you write a musical commercial jingle?" Charlotte said:

"The fun (as in anything creative) of poking for a fresh idea for a commercial—discarding a dozen first-thoughts . . . despairing (the ole Muse has deserted you forever) . . . then wham! you're in having your hair set or writhing in a dentist's chair when IT hits you.

"A word . . . a sound . . . a shadow of a melody . . . and you can't wait to jot it in the trusty little idea notebook that's always in your purse. Soon you're at a piano and a typewriter and perhaps a tape recorder . . . the lyrics and melodic frame magically 'grow' together. You wonder why all this didn't occur to you three days ago." #

FAMILY GALLERY—*Charlotte examines the collection of collages and montages she created to decorate a long hall in her apartment. Much of the collection was developed around members of the family.*

WGN
is
#1

From 6 a.m. to 12 midnight, Sunday through Saturday, WGN reaches more Midwest homes in the average quarter-hour than any other Chicago station. (Chicago Nielsen Station Index, June-July, 1961, report.)

63,400 homes reached in the average quarter-hour—a 30 per cent increase over previous report.

From this clear-cut and indisputable first position we salute all media buyers with a job to do in the nation's second largest market!

WGN-Radio
in Chicago
No. 1
First in sound!
First in service!
First in sports!
★ ★ FIRST! ★ ★
Chicago's
Quality Radio Group
station

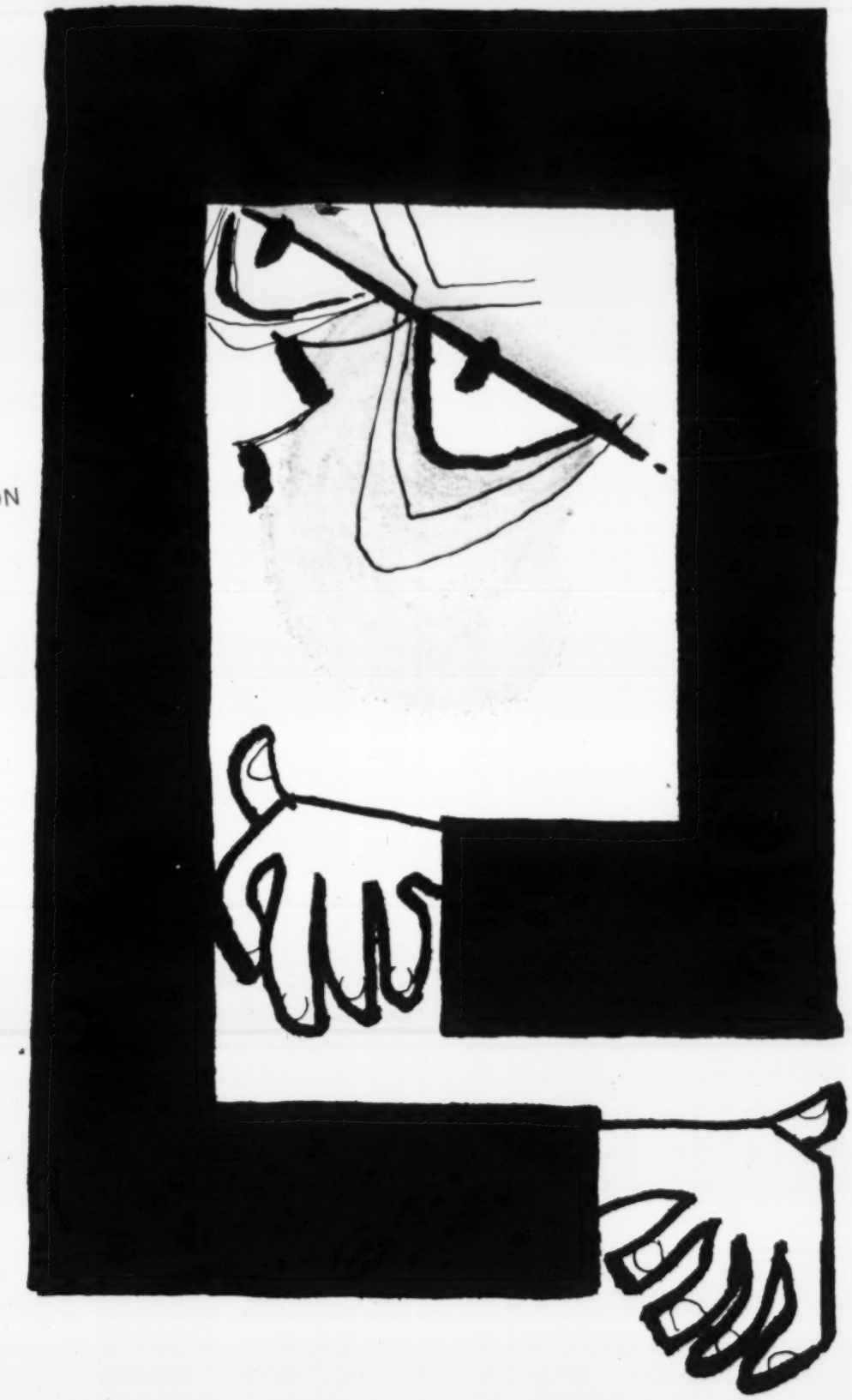
THE NORTHWEST'S *Newest* STANDARD METROPOLITAN AREA!!!

When you add it all up the 70,593 people in Eugene-Springfield, the 162,890 people in Lane county, live in a wonderful part of the country. Earnings are above average and their effective buying income is in excess of 316 million dollars annually. This largest market between San Francisco and Portland is served by the Eugene Register - Guard. This family newspaper is delivered to 81% of the homes in Lane county every day of the week.

Ask the Sawyer-Ferguson-Walker man about the Register-Guard's volume and frequency discount rate.

Eugene Register-Guard

PRESENT PAPERS WITH DIGNITY
SEND $1.00 FOR 10
JIFFOLD PRESENTATION COVERS
(regular $2.10 value)
HOLDS 20 8½" x 11" SHEETS
SOFT • WHITE • DISTINCTIVE
UNIQUE STITCHING
WILL NOT SNAG OR SCRATCH
CLINT LEAP, INC.
737 Locust Corner Road
Cincinnati 45, Ohio



Avoid temporagoraisiphobia*

Trust Taft AND ABC to deliver the largest audiences in four great markets.

Cincinnati	Columbus	Birmingham	Lexington
WKRC	WTVN	WBRC	WKYT
TV	TV	TV	TV
am	am	am	
fm	fm	fm	

PROGRESS Taft PUBLIC TRUST

Coined from the Greek and Latin, indicating fears arising out of the time-buying market.

600 MINUTES OF COLOR TV COMMERCIALS PRODUCED BY J. WALTER THOMPSON

During 1959-60, J. Walter Thompson Company created and produced more than 600 minutes of Color TV commercials. The trend to Color is growing. Are you with it? Get the facts about Color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, New York, Tel: CO 5-5900

'NARDA News' Hikes Rates

NARDA News, official publication of the National Appliance & Radio-TV Dealers Assn., Chicago, will raise its rates, effective January 1. B&w page cost will go from $400 to $480. *NARDA* said higher production costs brought on by extensive changes in format brought on the rate boost.

Harvell-Kilgore to Sawdon

Harvell-Kilgore Corp., Bolivar, Tenn., has named Frank B. Sawdon Inc., New York, to handle advertising of specialty toys and a new line of housewares products. Merrill-Kraemer, Memphis, continues with the rest of the account.

'McCall's,' 'Journal' Back Survey Showing 'Weakness' of Daytime TV

NEW YORK, Sept. 6—*McCall's* and *Ladies' Home Journal*, whose business—let it be said—is magazines, have teamed up on a survey to point out "the comparative lack of interest in daytime tv among women under 50 and those living in better income households."

The women's books, via the C. E. Hooper Inc. research organization, checked out four of the "more popular" daytime shows: "As the World Turns," "Guiding Light," and "Edge of Night" (CBS-TV), and "Concentration" (NBC-TV). Some 2,042 housewives, picked at random from phone listings in 79 U. S. cities, were asked:

(1) "Which of these programs did you watch last week?" and (2) "How many days last week did you watch these programs?"

According to *McCall's* and the *Journal*, analysis of the four programs showed that "more than 80% of the women interviewed did not see any one of the five telecasts of a particular program "last week."

"As the World Turns" got 16.7%; "Guiding Light" 13.3%; "Edge of Night" 12.5% and "Concentration" 19.9%. "As the World Turns" got the biggest response—8.2% among wives who saw any of the shows five times "last week."

■ The magazines' survey disclosed that female daytime tv fans "are older in age (a relatively high proportion of women 50 years or older); are widowed or divorced; have only a grammar school education; live in the lowest income households; are comparatively low in the percentage which reads magazines; are housewives; and are more likely to live in larger-size families." #

HARDWARE AGE

"THE HARDWARE DEALERS' MAGAZINE"

111% more advertisers and 98% more pages!

You're in the leader when you advertise in Hardware Age

Figures for the first seven months of 1961 prove again the leadership of Hardware Age.

During these months, 678 advertisers used Hardware Age to reach the most progressive dealers and virtually every wholesaler in the hardware market. Only 321 companies ran advertising in the No. 2 publication. That's a lead of 111.2% for Hardware Age. Only 235 used publication No. 3.

When it comes to number of advertising pages, the lead is almost equally great. Hardware Age carried 1513 pages — 98.3% more than the No. 2 publication with 763 pages — and over 6 times as many pages as appeared in the No. 3 publication.

It's not surprising when you consider the *extra* values that Hardware Age provides. Important to readers are Hardware Age's authoritative articles on such subjects as successful display and merchandising techniques . . . on proved developments in profitable store operation and management. Hardware Age's every-other-week publishing schedule makes it possible to bring readers important news of the hardware business usually 2 to 6 weeks ahead of any other magazine. All through the year, Hardware Age offers practical, timely, money-saving suggestions when dealers need them most. And it carries more new product items than any other magazine in the field.

To advertisers, the *exclusive* Hardware Age Census of Retail Hardware Dealers is important. It permits concentration of our circulation among major and progressive intermediate dealers — the 61.7% of store units that account for 89.7% of retail sales.

Add up all these good reasons for the continuing leadership of Hardware Age. Then consider: shouldn't *you* be in Hardware Age? Or, if you are, doesn't good judgment suggest an increase in your schedule?

These 9 Features of HARDWARE AGE'S MAP

Marketing Assistance Program

help increase sales

NATIONAL SURVEY. A scientific sampling of 40,000 hardware stores. Covers 224 hardware products in nine categories. Shows total retail and average sales volume. Percent of stores carrying each product. Number of brands carried and where purchased.

CHILTON RESEARCH SERVICES. The Chilton Company research department is available — for a reasonable fee — on an independent, fully confidential basis to manufacturers, agencies and others for conducting market and product research.

GENERAL COUNSELING FROM HARDWARE AGE STAFF. The marketing experience and knowledge of the Hardware Age organization is at your service. Advice on such key problems as cataloging, pricing, discounts and distribution.

VERIFIED LIST. The most complete list of hardware wholesalers in the industry. Includes names, addresses, territory covered, lines handled and buyers for 531 general hardware wholesalers in the U.S. and Canada — plus 1,350 manufacturers' agents.

CENSUS OF RETAIL HARDWARE DEALERS. Includes all 40,000 known hardware retailers broken down into volume groups by states. Census maintained daily for extremely accurate research and promotion uses.

RESEARCH AND PROMOTION MAILING SERVICES. Keyed to the Hardware Age Census of Retail Hardware Dealers — the most accurate, complete, up-to-date lists in the business.

MERCHANDISE DIRECTORY NUMBER. Lists 7,560 hardware products with 10,025 cross references. Gives manufacturers' names, addresses and more than 25,000 brand names.

MERCHANDISING SERVICES Promotions by Hardware Age advertisers can be supported with such items as tear sheet folders, post cards, bookmarks and easels.

MEDIA HELP. Helpful material for the media buyer: readership studies, page sales analyses and a Planning Guide giving valuable information on the hardware markets.

Your advertising will meet

More Eager Readers in

HARDWARE AGE

A Chilton Publication

Member ABP NBP

Chestnut and 56th Street
Philadelphia 39, Pa.

Humble Shifts Three Execs; Names Goodykoontz Esso VP

Humble Oil & Refining Co., Houston, chief domestic operating affiliate of Standard Oil Co. (New Jersey), has made three top executive appointments. Robert O. Goodykoontz, general manager of Humble's central region, has been named vp in charge of the company's Esso Standard eastern region, effective Jan. 1. Esso is quartered in New York.

William W. Bryan, Humble's vp of marketing who has headed Esso for the past year, has returned to his major post at Houston, where he will direct Humble's national marketing expansion. Alex A. Diffey, general manager of Esso, will assume direction of regional operations in the 13 eastern and southern states, and in the District of Columbia, where Esso will market, effective Jan. 1.

Bernstein, Wilson Adds 1

Bernstein, Wilson & Robinson, Cape Town, has been named to handle proprietary pharmaceuticals and Richard Hudnut hair preparations of Chamberlains (Pty.) Ltd., which markets Warner Chilcott products in South Africa. The acquisition gives Bernstein, Wilson the entire Chamberlains line.

Prudential Oil to Lynge

Prudential Oil Corp., Greenwich, Conn., mutual fund oil company, has appointed Lynge Corp., New York, to handle investment and corporate advertising and public relations, effective Oct. 1. The company formerly advertised through a house agency.

Mohr & Eicoff Adds One

Mohr & Eicoff, New York, has been named to handle advertising for The Library of Sound Education, New York, which produced a series of dramatized stories from the "Bible." Radio advertising, to be followed by tv and print ads, is planned.

Guiberson Selects Agency

Guiberson Corp., Dallas, has appointed Cunningham, Cooper & Associates to handle its advertising. The company manufacturers oil tools.

Salem County, New Jersey—one of the important fourteen counties of the Greater Philadelphia area. Thirty miles to center city. Du Pont's Chambers Works is a vigorous industry here. The ships that go under this Delaware River bridge make Philadelphia America's largest fresh-water port. The Bulletin is No. 1 in circulation in Salem County and No. 1 for the entire fourteen-county area.

How big is this Philadelphia where nearly everybody reads The Bulletin?

Philadelphia used to stop at city line; but today the Philadelphia you want to reach spreads over fourteen counties.

ABC refers to this area as the city and retail trading zone. A simpler name is Greater Philadelphia.

It would take a good two weeks to walk around Greater Philadelphia's 5,909 square miles—which encompass 1,548,229 households. Yet you can reach these people as easily as ever—all it requires is the leading daily newspaper (circulation 720,794*).

From the outermost suburbs of this ballooning area to the center of the city, the No. 1 daily newspaper is The Bulletin. Let's take a look at the ABC listings.

First, in fourteen-county Greater Philadelphia, The Evening Bulletin leads with 704,797* circulation.

Second, in eight-county Metropolitan Philadelphia, The Evening Bulletin leads with 649,460† circulation.

Third, in the inner hub of the area, the City Zone—The Evening Bulletin leads with 445,521* circulation.

People are on the move in this vast market—building, planting, extending the Philadelphia suburbs far beyond the horizon. But in the midst of change there is a constant. In newspaper reading habits, Philadelphians are steadfast.

Today, as for fifty-six years—

In Philadelphia nearly everybody reads The Bulletin.

*ABC 6-mo., ending 3/31/61 †ABC 12-mo., ending 9/30/60

Member Million Market Newspapers, Inc./Member Metropolitan Sunday Newspapers, Inc.

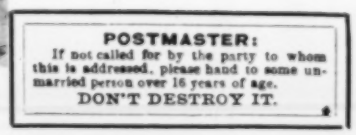
Pill Pushers of Old Were Hardy, Imaginative Lot

New Book Recalls Days of Extracts, Elixirs, Even Pandiculators

"One for a Man, Two for a Horse," published by Doubleday & Co., New York, is a "grave and comic" collection of ancient patent medicine ads, with historical text by Gerald Carson.

Mr. Carson's narration explains the conditions at the time when such panaceas were at their peak in America. He is not concerned with the efficacy of present day products marketed under brand names used during this golden era of "quackery," but rather in presenting a pictorial history of the days when "educated doctors were in short supply . . . professional standards were low." At this time, he writes, "There was a legitimate place for simple home remedies for minor ailments." The book, containing b&w and color reproductions of patent medicine advertising, sells for $6.50. Shown here are illustrations from Mr. Carson's book.

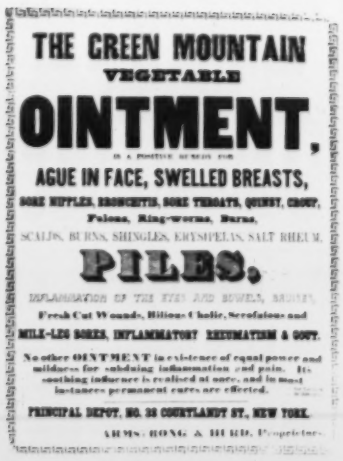
COME ONE AND ALL
GREAT AND SMALL.
Those who are sick and afflicted and given up by all Medical Doctors,
DON'T FAIL TO GIVE THE WONDERFUL
MEXICAN INDIAN CLARIVOYANT
Healing Medium a Call.
THE SEVENTH SON OF
THE SEVENTH SON.

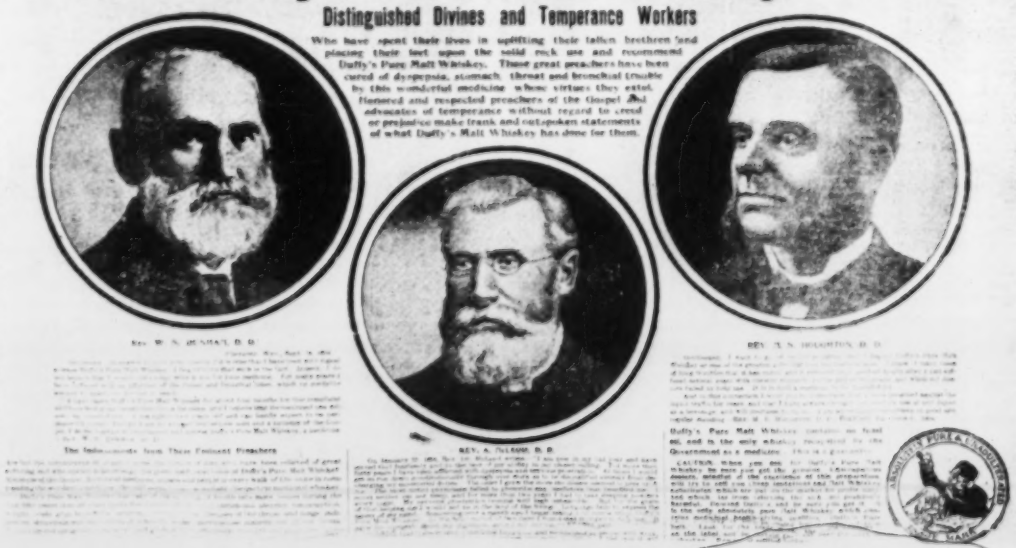

POSTMASTER:
If not called for by the party to whom this is addressed, please hand to some unmarried person over 16 years of age.
DON'T DESTROY IT.

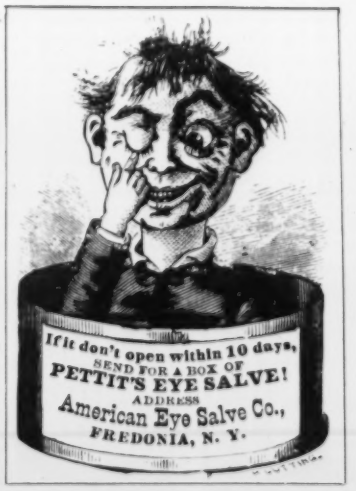
When Noble Fly went on the fly,
To show what concrete dared to try,
Through the startled world comes
How dust accomplish success.

Schenck's Mandrake Pills

Cure all Bilious and Liver Complaints.


THE GREEN MOUNTAIN
VEGETABLE
OINTMENT,
AGUE IN FACE, SWELLED BREASTS,
SORE NIPPLES, BRONCHITIS, SORE THROATS, QUINSY, CROUP,
Felons, Ring-worms, Burns,
SCALDS, BURNS, SHINGLES, ERYSIPELAS, SALT RHEUM,
PILES,
Fresh Cut Wounds, Bilious Colic, Scrofulous and
MILK-LEG SORES, INFLAMMATORY RHEUMATISM & GOUT.
No other OINTMENT in existence of equal power and mildness for subduing inflammation and pain. Its soothing influence is realized at once, and in most instances permanent cures are effected.
PRINCIPAL DEPOT, NO. 38 COURTLANDT ST., NEW YORK.


CLERGYMEN ENDORSE
Duffy's Pure Malt Whiskey.
Distinguished Divines and Temperance Workers
Who have spent their lives in uplifting their fallen brethren and placing their feet upon the solid rock are and recommend Duffy's Pure Malt Whiskey. These great preachers have been cured of dyspepsia, stomach, throat and bronchial trouble by this wonderful medicine whose virtues they extol. Honored and respected preachers of the Gospel and advocates of temperance without regard to creed or prejudice make frank and outspoken statements of what Duffy's Malt Whiskey has done for them.



THEY BUY BIG-TICKET THINKING IN THE MEN'S SERVICE MAGAZINE

Big names . . . big investments . . . big-ticket thinking! The men who make and sell these big-ticket products know markets. They know media. They know *men.* That's why they are among the advertisers who place more than 1,200 pages of advertising in POPULAR MECHANICS each year. Big-ticket advertisers know that the five million men who read PM spend for things that give them more pleasure in their jobs, homes and leisure-time activities. They know, too, that men are quick to grab onto ideas they see in PM, the magazine men turn to for suggestions on what to do, what to buy—and why. POPULAR MECHANICS is the *service* magazine for men. Wouldn't you like to have these five million PM men on your side?

POPULAR MECHANICS *Reporting the mechanics of modern living*

A HEARST MAGAZINE

Copywriter Wants to Write Ad That Sounds Good Than One That 'Just Sells': Smith

NEW YORK, Sept. 5—"There's a helluva crowd around the typewriter" when it comes to copywriting, because "everybody wants to get in the act."

But it's all just as well, according to Royall Smith, vp and copy supervisor of Lennen & Newell, who told the Magazine Promotion Group here that copywriters are "guilty of a never-to-be-confessed heresy. They'd rather write an ad that sounds good than one that merely sells, if they have to choose between the two."

Mr. Smith explained that copywriters are "not loyal to the hand that feeds them," and "the rewrite men suspect them with good reason." Down deep, he said, even the most adept at "strident hucksterıng worship gods incomprehensible to non-writers: Style, wit, proportion, good taste and respect-for-audience."

The L&N copy boss gave an example: When the Advertising Writers Assn. of New York—of which Mr. Smith is president—gave out gold key awards in its first annual competition, hard-sell writers did a turnabout.

■ "There wasn't one submitted that truly fell in the hit-'em-over-the-head school. Why didn't they nominate some of their ads with great selling records?" he asked.

"Not because the writing wasn't effective. But because I suspect the writers secretly thought they *sounded* ugly." Instead, he went on, they picked a Steuben Glass ad authored by Lou Redmond of Ogilvy, Benson & Mather (Its copy read, in part: "Study six 'identical' Steuben glasses. They vary by perhaps an eighth of an inch. That eighth of an inch marks the difference between science and art. It is the craftsman's humanity asserting itself").

Regarding the contest, Mr. Smith said that when the association tried to single out "individual writers," the "apparently innocuous terminology" caused a "ruckus." Some of the "largest agencies immediately boycotted our first annual contest for best ads. They took the astounding position that every ad produced in their agencies was written by a group."

He said the shops "refused to certify any one writer as being responsible for the authorship of an ad so that we could give him credit.

■ "We tried to solve this problem by offering to give the award to anyone the agency designated to receive it—ad manager, agency president, copy chief, or writer. But even this compromise was rejected by a couple of big agency holdouts.

"We finally figured it out," he declared. "Their writers—some of the best in the business, are paid below average. Why publicize their names? Somebody might call them up and steal them."

Mr. Smith said that, by and large, copywriters think of themselves as "down in the stokehold, firing the boilers that make the ship go, while up above are tier after tier of bridges crammed with officers taking all the credit." By refusing to acknowledge individuals who wrote their ads, some big agencies were "keeping the hatch tight on that stokehold," Mr. Smith charged.

"But maybe next year they'll come around. We don't need them," Mr. Smith asserted. "They need us. In our first year we gathered over 75 members and our award banquet turned out 500 to see Leo Burnett give recognition to 40 writers from 22 different New York agencies."

■ He said one of the reasons the group was formed was because "the trend in print advertising has steadily been toward more and more dominant illustration and consequently fewer words (When an old aunt of mine in Texas heard I made ads, she said, 'But, honey, I never knew you all could draw'). We didn't want to compete with art directors—they're shoveling coal down in the stokehold with us."

One thing that "cripples the copywriter as a defender of his own words," according to Mr. Smith, is the "uneasy possibility in the back of his mind that maybe the marketing experts (that includes everybody but the creative), and the client, have a bit of right on their sides, even if they don't appreciate his words.

"Chances are, he hasn't done his homework and he knows it. He hasn't studied those stupefying Nielsen reports that show the shelf movement; he hasn't plowed through all that media analysis; he hasn't the foggiest when it comes to budget breakdown per market.

"It's a lot easier," opined Mr. Smith, "to rely on creative intuition to give you the headline than to laboriously put it together after the facts have been digested—and then make it sound good, too."

■ Nowadays everyone imagines he's a wordsmith, he said. "The time has long since passed when an advertising genius could come up with a slogan like 'not a cough in a carload' that would make the client snap his fingers and cry, 'That's it!'—and that *would* be it, all there was to it.

"As advertising budgets have climbed, Parkinson's law has been felt on Madison Ave. with a vengeance. Two jobs where one was before have just naturally meant the creation of a third to supervise the other two, and that has bred a fourth to coordinate all three with a fifth, who represents management, and so on."

He traced the "so-called 'creative' hierarchy" of big-agency structure from "the lowly copywriter" to a group head; then on to copy supervisor; copy chief; creative head; contact men; senior vps; exec vp; chairman and vice-chairman; chairman of the executive committee ("He actually started the agency, but he's been kicked upstairs. You understand."); and the president. Mr. Smith labeled the list "a bunch of tough cookies with sharp pencils."

■ "They all write," he concluded. "I've had my ad copy rewritten personally by the chairman of the board of a company with assets of $18 billion."

On top of this, there were research, media and merchandising men who wanted a crack at copy—plus, in the case of today's big package goods advertisers, "duplication of creative personnel right down the line." Mr. Smith pointed out that these companies had their own brand copy chiefs supervisors and others "who are not shy about getting in the act, either."

It's the writer's own fault that his product gets stomped on so often, he said. "He usually is not the one who can explain—at least not convincingly—why one way of saying a thing is better than another way. It just is. He knows it; he feels it."

That emotional response, he added, has hardly been a match for arguments like: "Our research shows that 76.2% of the customers want a hair tonic that keeps their hair in place." Or, "He's paying for the ad. Doesn't that entitle him to get what he wants?"

With all of this, and even though words are easier to "reshuffle" than pictures, the future of the copywriter is nevertheless secure, Mr. Smith predicted, "if only because the ad with a genuine one-person originality behind its creation does a better job." He said the "efficiency-minded heads of agencies can dream impatiently of ordering copywriters from Jerry Fields like interchangeable parts, but it will never work that way.

"The bitching copywriter will still come up with the one thing management's got to have—the art of putting words together," regardless of how big the "crowd" becomes. #

You are invited to visit and chat with a counselor...
In the Evening Divisions of Northwestern University
NORTHWESTERN UNIVERSITY

PERSONAL TOUCH—*Northwestern University, Evanston, will play up its counseling service for students in its evening division in current newspaper ads in an effort to get more who enquire about courses to follow through in registering. Aves Advertising is the agency.*

Farm Publication Due

Farm Machinery World, published at 251 Kearny St., San Francisco, will issue its initial edition in October. The quarterly will have a circulation of more than 18,000, and one-time page rate of $440.

Canadian Ad Assn. Moves

The Canadian Assn. of Advertising Agencies has moved its offices to 2 Carlton St., Toronto.

New ARB Study

Top 50 TV Markets in Homes Delivered

ARB ranks the top 50 TV markets as follows, based on homes delivered, 6:00 p.m. to midnight, Sunday through Saturday, ARB November 1960 and March 1961 nationwide sweep data combined:

New York	1
Los Angeles	2
Chicago	3
Philadelphia	4
Detroit	5
Boston	6
Cleveland	7
Pittsburgh	8
San Francisco	9
St. Louis	10
Washington	11
Dallas-Ft. Worth	12
Indianapolis	13
Seattle-Tacoma	14
Minneapolis-St. Paul	15
Buffalo	16
Baltimore	17
Kansas City	18
Cincinnati	19
New Haven-Hartford	20
Milwaukee	21
Portland, Ore.	22
Columbus, Ohio	23
Atlanta	24
Houston	25
Miami	26
Charleston-Huntington	27
Memphis	28
Albany-Schenectady-Troy	29
Grand Rapids-Kalamazoo	30
Syracuse	31
Providence	32
New Orleans	33
Dayton	34
Tampa-St. Petersburg	35
Denver	36
NASHVILLE	**37**
Charlotte	38
Louisville	39
Saginaw-Bay City-Flint	40
Sacramento-Stockton	41
Birmingham	42
Oklahoma City	43
Toledo	44
Wilkes Barre-Scranton	45
Omaha	46
Harrisburg-Lancaster-Lebanon-York	47
Tulsa	48
Johnstown-Altoona	49
Spokane	50

WGN
is
#1

From 6 a.m. to 12 midnight, Sunday through Saturday, WGN reaches more Midwest homes in the average quarter-hour than any other Chicago station. (Chicago Nielsen Station Index, June-July, 1961, report.)

63,400 homes reached in the average quarter-hour—a 30 per cent increase over previous report.

From this clear-cut and indisputable first position we salute all media buyers with a job to do in the nation's second largest market!

WGN-Radio
in Chicago
No. 1
First in sound!
First in service!
First in sports!
★ ★ FIRST! ★ ★
Chicago's
Quality Radio Group
station

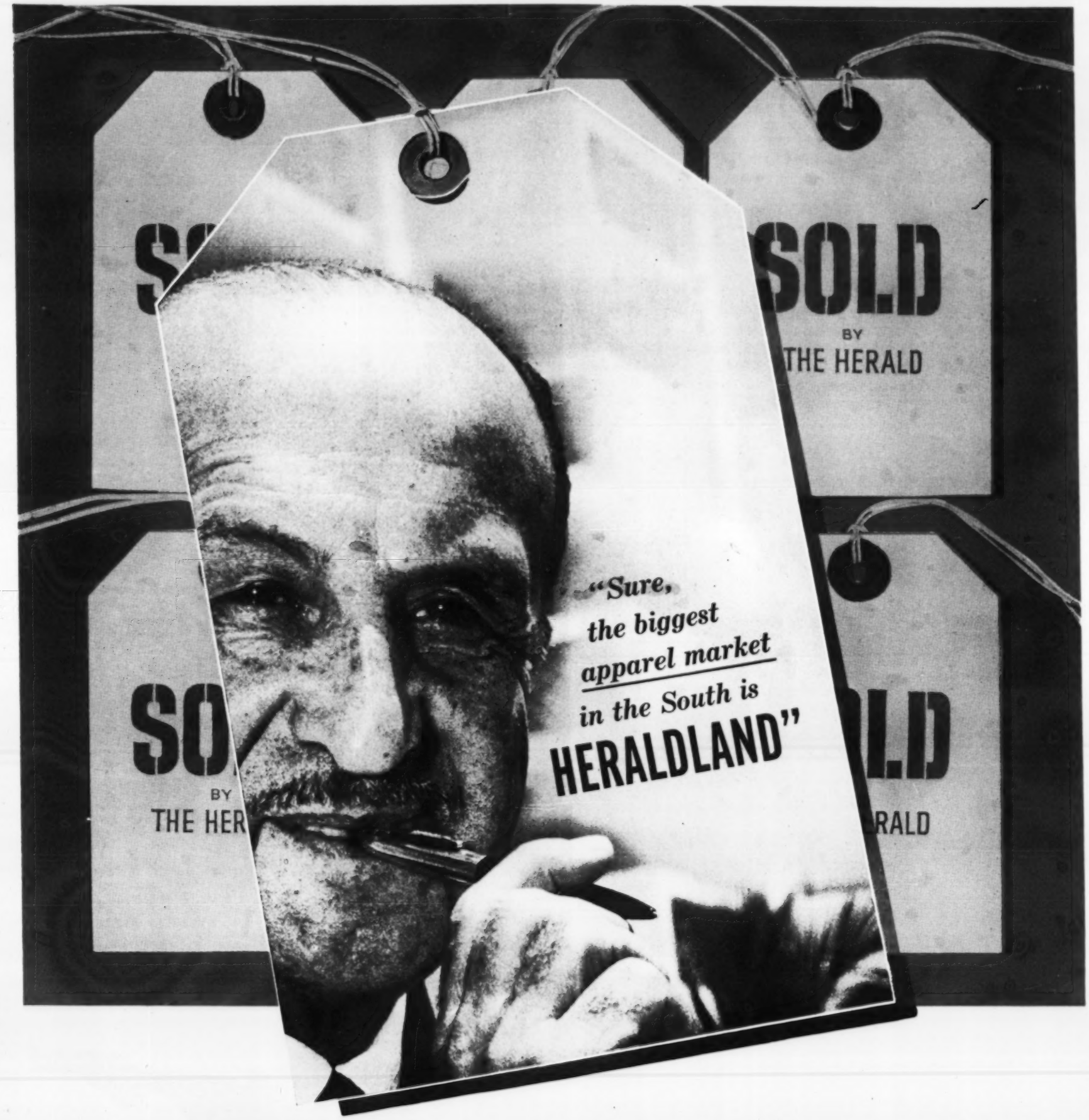
TAKE
over more sales in Winston-Salem . . . where industry is expanding . . . where business is good. Noted for its "growth-type" blue chip industries, here's a market with over 75 million dollars in new industrial expansion now going into operation. Here is growth . . . here is employment . . . here is good business.

COVER
this hustling market through the Journal and Sentinel . . . with its more than 100% penetration in the Metropolitan Area . . . plus over 70% penetration in the Journal and Sentinel's 11-county trading area. Here's coverage of people who have the money to buy — and are buying! Write promotion department for market facts.

YOU CAN'T COVER NORTH CAROLINA WITHOUT THE
WINSTON-SALEM
JOURNAL AND SENTINEL
NATIONAL REP., KELLY-SMITH CO.

National Catholic Family Magazine
Produces
Magnificently
NOV. ISSUE CLOSES SEPT. 20
Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd., Chicago 4
Telephone HArrison 7-7176
St. Anthony
MESSENGER

Is Nashville on your list?
It should be.
WSM-TV NBC 4
WLAC-TV CBS 5
WSIX-TV ABC 8
You get a lot to like in Nashville!



HERALDLAND is the BIGGEST and GROWINGEST MARKET in the SOUTH

Write for New 3-D Advertising Rates
(Bulk Continuity and Page Discounts)

Yes . . . HERALDLAND! Over $196.5 million apparel sales. More than the total apparel sales in the Metropolitan Counties of Atlanta, Birmingham and Louisville combined. 1,815,700 people . . . $3,621 million effective buying power . . . $2,695 million retail sales, a market greater than any of 26 entire states.

HERALDLAND — the South's No. 1 market — is sold by the South's biggest and most influential newspaper

The Miami Herald

STORY, BROOKS & FINLEY, INC., NATIONAL REPRESENTATIVES

Get the Low-Down on Your Entry

Knowing where to get reliable, forehand information is as important as the information itself. That's why 35 leading research organizations regularly use South Bend for product testing and opinion surveys. They have discovered that South Bend has the vital qualifications for a good test market: balanced industrial-agricultural composition; stable employment from diverse industry; adequate distribution facilities and market saturation by just one newspaper . . . The South Bend Tribune. Free market data book shows why South Bend has earned the title, "Test Town, U.S.A.". . . details The Tribune's service for test campaign advertisers.

The South Bend Tribune

TEST TOWN U.S.A.

The South Bend, Ind. Market
Seven Counties, over
One-Half Million People

Franklin D. Schurz, Editor and Publisher—Story, Brooks & Finley, Inc., National Representative

McGraw-Hill Adds Two, Moves Coash to Denver

McGraw-Hill Publishing Co. has named two new eastern district ad managers for *Purchasing Week*. They are John J. Keating, who represented Conover-Mast's *Mill & Factory* in the area, and Peter Paschall, formerly with McGraw-Hill's classified ad department.

Carl Coash Jr., formerly ad salesman for McGraw-Hill's *National Petroleum News* in Detroit, has been transferred to Denver, where he will represent several of the company's publications.

Maclean-Hunter Boosts Rates on Two Publications

Maclean-Hunter Publishing Co., Toronto, has increased rates on two of its publications. Effective Sept. 1, the one-time b&w page rate for *Canadian Hotel Review & Restaurant* goes from $495 to $550. The one-time b&w page rate for *Canadian Electronics Engineering* goes from $350 to $385, effective with the October issue.

PRESSURE-SENSITIVE KLEEN-STIK TAPES

Kleen-Stik makes "child's play" out of display posting. Dealers, salesmen, delivery men—*anyone* can do it in a jiffy! This modern self-sticking tape comes *already attached* to sign or streamer, so there's no searching for mounting materials—simply peel the disposable backing strip and press the display in place on wall, window, shelf, or other spot. On your next display job, specify genuine Kleen-Stik pressure-sensitive tape.

- **Sticks tight** without moistening, on any smooth surface
- **Neat, clean,** invisible — won't peel or pucker
- **Available** through your regular printing sources

FREE — idea-packed booklet "101 Stik-Triks." Write for your copy today.

PAPERS · FOILS · FILMS · TAPES

KLEEN-STIK PRODUCTS, INC.
7300 WEST WILSON AVENUE • CHICAGO 31, ILLINOIS

PLANTS IN CHICAGO, LOS ANGELES, NEWARK, and TORONTO, CANADA

OVER 25 YEARS OF PRESSURE-SENSITIVE LEADERSHIP

ORIENTAL LIQUEURS—*House of Koshu, Beverly Hills, Cal., is running these one-column, two-color ads in Holiday, Gourmet, Esquire, Harper's Bazaar, Cue and Diners' Club Magazine. Reports Associates, Oswego, N.Y. is the agency.*

O-Cha, Su-Mi-Re to Invade U.S. Liqueur Market

NEW YORK, Sept. 5—The House of Koshu hopes O-Cha and Su-Mi-Re will be names that whet the taste-buds the way McKesson & Robbins' Galliano has in the upper brackets of the liqueur business.

Reportedly the first liqueurs imported from Japan, the two brands will get a sizable advertising investment next month in six magazines: *Cue, Diners' Club Magazine, Esquire, Gourmet, Harper's Bazaar* and *Holiday*. The schedule of one-column, two-color ads will be repeated each month through the end of the year.

The first consignment was landed at a Brooklyn dockside today from a Japanese freighter, but the first formal introduction to the trade will be made in Los Angeles and New York in October.

■ Reports Associates, Oswego, N.Y., headed by Leonard Nathanson, is handling the advertising for the importer, the House of Koshu, which is a Beverly Hills, Cal., subsidiary of Lou Lamishaw & Associates. Handling the distribution is Henry Kelly Importing & Distributing Co., a Seagrams distributor.

O-Cha, a green tea liqueur, will retail about $8.60 and Su-Mi-Re, a lavendar-colored liqueur, will retail for approximately $8.80. O-Cha comes at 50 proof and Su-Mi-Re at 60 proof. #

Callow Joins Storer

John R. Callow, formerly of the sales staff of the CBS radio network, has been appointed account executive of the New York office of Storer Television Sales. Mr. Callow succeeds Robert F. Bailey, who was appointed national sales manager of WSPD-TV, Toledo, a Storer-owned station.

Marsteller, Rickard Boosts 2

Louis Magnani, executive art director of Marsteller, Rickard, Gebhardt & Reed, New York, has been elected vp of that agency. Jack B. Monge, formerly assistant production manager of the agency, has been appointed production manager.

The new breed of PA puts new value on a buck

(and reads PW carefully before making a decision)

The purchasing agent with the green eyeshade, carpenter's pencil and an office next to the loading dock is gone. Meanwhile, back on management row, there's a new office occupied by a new breed of PA. This one practices Value Analysis. His function is determining true minimum cost — price carefully equated with performance and a host of other factors. He's getting better at it all the time! Management moved purchasing upstairs the day it found that a 4% saving in procurement costs means as much in profit as a 20% increase in sales. **That rates a feather in his cap.**

Best way to introduce yourself to this new breed of PA is through the pages of PURCHASING WEEK. PAs pay to read it every week for the essentials of value analysis — price trends, methods and management data, news of new material and products and general information affecting purchasing decisions.

Calling every week on the man your salesmen must contact

Purchasing Week

McGRAW-HILL'S NATIONAL NEWSPAPER OF PURCHASING

330 West 42nd Street, New York 36, N.Y.

ABC AUDITED PAID CIRCULATION

ABP EDITORIAL LEADERSHIP

MORE THAN 9,000,000 YOUNG AMERICANS ARE UNDER CATHOLIC INSTRUCTION

The exact figure is 9,136,000 including full-time parochial schools, orphanages, and public school children receiving Catholic instruction.

Here is a huge, independent growth market for equipment and supplies . . . a market reached by Catholic School Journal . . . read regularly by the greatest single concentration of Catholic educators and administrators.

Send today for brochure and sample copy

CATHOLIC SCHOOL JOURNAL
400 North Broadway • Milwaukee 1, Wisconsin

BIG QUESTON—*Stung by the editorial opposition of the Denver Rocky Mountain News to advertising on the highways, Roadposter, Denver outdoor plant operator, has posted six-sheet posters like this in Denver and Boulder asking why the newspapers are trying to kill outdoor advertising, with an indication of the answer immediately after: The advertising dollar.*

Parade Publications Moves

Parade Publications, New York, has moved to offices at 733 Third Ave.

Largest open-pit copper mine in North America, from 14,000 feet above the rim

FINGERPRINT OF A GIANT

Just 30 miles from Salt Lake City,
Kennecott's Utah Copper Mine yields more
than 20% of the nation's newly-mined red metal year after year.
This operation is a sizable segment of Utah's $300 million basic mineral industry which also produces iron and 40 other metals and non-metallics. It employs thousands, with huge payrolls. This is why we say, take Salt Lake — a market of 1½ million persons served and sold by **The Salt Lake Tribune-Deseret News and Telegram**

Represented nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network

ABP Publications See Ad Income Rise in Second Half of '61

NEW YORK, Sept. 5—Associated Business Publications has just rechecked its 165 member publications on the state of their advertising volume and reported back a quite optimistic outlook.

The survey reveals that seven out of ten publications anticipate that advertising income for the second half of the year will be equal to, or above the last six months of 1960, when the space curve started pointing sharply downward. Page volume will be up or the same in 53% of the papers reporting.

■ This is most encouraging, the membership bulletin added, since both page and dollar volume in the first half of 1961 were substantially below the same period last year. This would seem to imply that member publications have definitely turned the corner and started on the way up, the bulletin said. ≠

Crain Leaves Beeler to Open Own Publishers' Rep

John E. Crain has opened his own publishers' representative company, with offices at 582 Market St., San Francisco.

John E. Crain

For the past five years, Mr. Crain has been advertising manager of Beeler Publishing Corp., San Francisco. Prior to joining Beeler he was with Heintz & Co. Advertising Agency as San Francisco manager, the *San Francisco Chronicle* in national promotion, and was an account executive and media director of the old Charles Stuart Agency (now Johnson & Lewis).

Webster Joins Kaiser

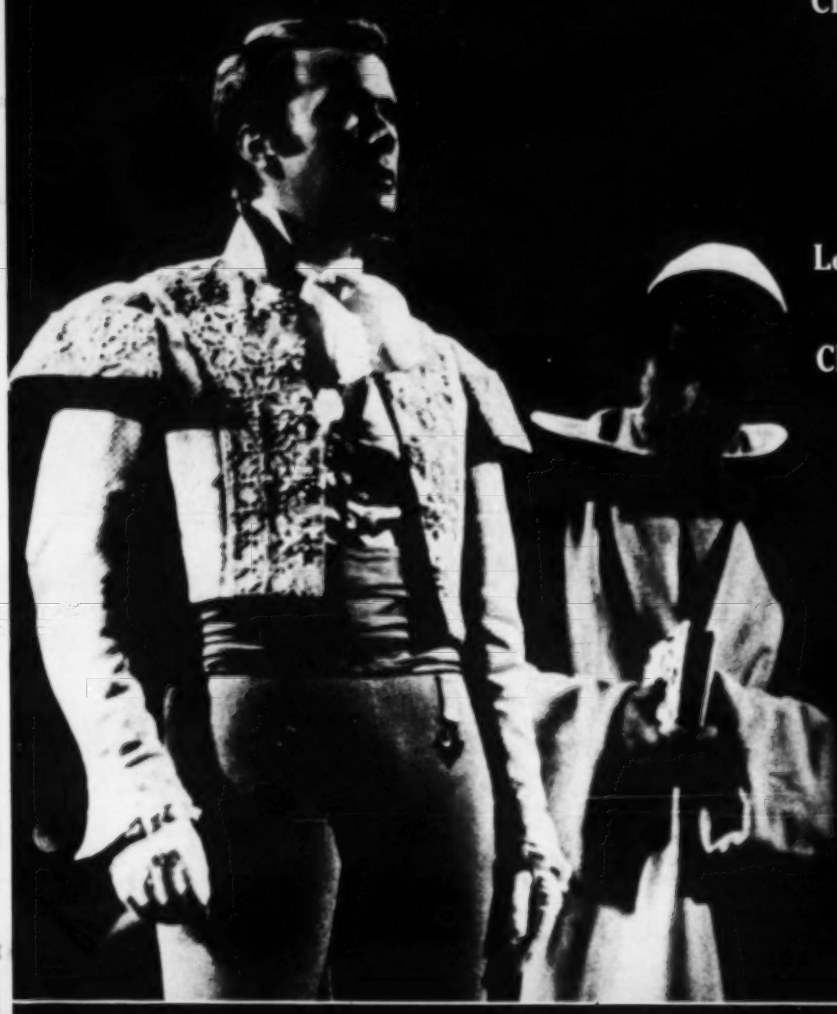
Richard Webster, formerly assistant advertising manager of Columbia Geneva division of U.S. Steel Corp., San Francisco, has been appointed to the advertising staff of Kaiser Industries Corp., Oakland, Cal. Mr. Webster is succeeded at Columbia Geneva by James V. Cole.

Kennatrack Names Juhl

Kennatrack Corp., Elkhart, Ind., has appointed Juhl Advertising Agency, Elkhart, to handle its account. The company makes sliding and folding door hardware and wood folding door components.

Sands Joins Emery

Richard L. Sands, product advertising manager of the metal products division of Koppers Co., Baltimore, has joined the copy department of Emery Advertising Corp., Baltimore.



Claud. Stand thee by, friar.
Father, by your leave
will you with free and
unconstrained soul
give me this maid, your daughter?
Leon. As freely, son, as God did
give her to me.
Claud. And what have I to give
you back, whose worth
may counterpoise this rich and
precious gift?

New York is Shakespeare
in Central Park... asparagus spears
in Central New Jersey.
Much ado about <u>everything</u>—
from corn to culture—in this rich
and precious market.
And what can it give you back?
Riches and results... if you
use The New York Times.
It serves New York with the
most news... sells it with the
most advertising. New York <u>is</u>
The New York Times.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Look to Product, Market Before Doing 'Creative' Ad

To the Editor: I know of three agencies and they each had their own concept of creativity. One agency, specializing in industrial accounts, placed all emphasis on art. Copy was sacrificed, hacked to bits to fit a lovely layout. Of course, information vital to the product was often lost and the result was frequently disastrous to the advertiser. But none will deny the ads were beautiful.

Another agency I know had a dual philosophy of beautiful art and romantic copy. The sales features of the products were of secondary importance to what would look and read best to the account executive. The ads were gorgeous but they sold virtually nothing and that agency took its *objets d' art* and folded its creative doors flat busted.

I know still another agency that prided itself on creativity. Rhyming headlines, puns, abstract art. Far over the heads of its readers. The potential market flowed by like a quick stream. The results were obviously strained emphasis on creativity and no real advertising.

These three agencies, and I assure you they specifically exist or existed, represent amateurs at work. They represent little more than art and copy brokers. The naive client is their natural prey.

Clients who admire the quick, catchy headline and impressive art had also better look for the headline which either immediately provokes further readership by sheer force of its idea or gets the selling message across fast. They'd better look for the art which has such potent visual appeal as to draw the reader into the advertisement or else clearly and soundly reinforces the sales message.

What works for Doyle Dane Bernbach selling the Volkswagen name won't work for Doakes Advertising Agency selling Mama Lopez tamales.

In other words, look to the product and its market before applying creativity. If you can't do this intelligently, get out of the agency business before you do the rest of us any more harm by your unprofessional reflection.

Joe Cappels,
Copy Chief, Fessel, Siegfriedt, Dooley & Moeller, Louisville.

• • •

Mantle's Stipulation Didn't Affect Milk Tie, He Says

To the Editor: Inasmuch as you chose to editorialize on Mickey Mantle and his endorsement of milk products, we should like to correct the erroneous impression you have received in this regard. Obviously, we are not desirous nor are we able to write to all of the thousands of publications which have used the Mantle name to make news on milk.

As the agency for the All Star Dairy Assn., your implication is that we are doing "something reputable advertisers and agencies should not be engaged in." Mickey Mantle has a bona fide contract with the All Star Dairy Assn., endorsing "All Star Milk." Mid-West Creamery Co., Ponca City, Okla., is a processor of All Star Milk. Mickey Mantle has never signed a stipulation that he neither drank nor preferred "All Star Milk." He did, however, state that he is not familiar with the Mid-West Creamery or its privately labeled products.

The situation is the same as any product from automobiles to cosmetics which conform to established standards but are produced in more than one plant. National Dairies' (Sealtest), for example, products are produced in many plants, yet they use the (implied, at least) endorsement of Bat Masterson.

Mid-West Creamery did agree not to use the Mickey Mantle endorsement unless it was in conjunction with All Star products. Any such use that may have occured was through carelessness on the part of Mid-West, and was not the doing of the All Star Dairy Assn., nor of Mickey Mantle. Because Mantle is particularly "hot" at this time, it seems that overzealous newsmen are willing to grab at any straw to build a story.

E. F. Siegfriedt,
Fessel, Siegfriedt, Dooley & Moeller, Louisville.

FTC's order against Mid-West Dairy and All Star forbids the dissemination directly or indirectly of representations that Mr. Mantle or any other person "regularly consumes the milk or any other product of a particular dairy or has a preference therefore or regularly consumes a particular brand of milk or other product or has a preference therefor, when such is not the fact."

The order against Mr. Mantle appears to be more restrictive than Mr. Siegfriedt suggests. The full text of it follows:

"It is hereby agreed by Mickey Mantle Enterprises Inc. and Mickey Mantle that in connection with the offering for sale, sale or distribution, in commerce as commerce is defined by said act, of milk, cottage cheese or any other product, they, and each of them, will forthwith cease and desist from:

"Representing directly or by implication or by placing in the hands of others the means of representing, that Mickey Mantle regularly consumed the milk, cottage cheese or other product of a particular dairy or has a preference therefor, or that he regularly consumes or uses any other product or has a preference therefor, when such is not the fact."

As we understand it, FTC takes the position that no person can endorse products of a particular company unless he actually uses those products. Mr. Siegfriedt shows how this raises some serious problems for franchisers. If All Star takes the same view, we may not have heard the last of the Mickey Mantle case.

• • •

Wants More Humility, Less 'We Did It First' Attitude

To the Editor: I'm dismayed at the steadily increasing parade of "look-everyone-we-did-it-first" letters in AA week after week. And I'm tired of their smug insinuations that anyone else who happened to trip over the same idea they had back in February, 1948, is a charlatan at best, a thief at worst.

Surely the fact that one ad can serve as stimulation for another is nothing new or startling; surely the well-known fact that certain people under certain pressures will steal an idea—or even the original artwork—is nothing new or startling.

What surprises me is the seeming lack of awareness on the part of our injured colleagues that it's quite possible—even probable—that one creative mind can hit on the same idea as another creative mind. The words I refer you to are, "coincidence" and "probability."

Could we be at least as liberal as the law and assume the offending agency is innocent until proven guilty . . . that they might *accidentally* have discovered the same idea we once had?

Could we adopt a little humility and realize that we aren't the only ones with creative skills . . . that others might possibly be as smart, as creative, as bold as we?

Could we—just for the hell of it—ask what we're really trying to prove by rushing to AA with our proofs and documented evidence like some new district attorney hungry for his first conviction!

These tantrums in print don't add a dollar to the agency's billing . . . they couldn't possibly increase the stature of the offended agency in the eyes of others . . . they aren't likely to impress clients or prospects with our maturity and judgment.

To my mind, they don't prove a damn thing except that some people in the advertising business are smug soreheads. Shall we get to work and let the "You-did-not, I-did-it-first" to the four year olds?

Donald R. Holland,
Holland Creative Advertising, Hartford, Conn.

• • •

'Flair' Ads Sought to Change Product Image

To the Editor: In your editorial (Aug. 21) "Admen like Addy Ads" you undoubtedly have a point.

May I add a few words to the "successful" and "not-quite-so-successful" examples from which you suggest that more prosaic themes sometimes do better than "ads with a flair" (flair ads like Marlboro, like Piel's Bert and Harry)?

Marlboro, as I recall it, was saluted because it had broken through, broken into the quantity-sell cigaret group. It took a more than usual ad campaign idea to do that. On the other hand, Winston did all right for itself too, with its ad idea to convert its restless unfiltered Reynolds-brand Camel smokers into filtered Reynolds-brand Winston smokers. (You see, the situation factor was different for each.)

Same way with Piel's. Piel's was always a "quality" but smaller brewery—much less than a million barrels. At the time of Piel's best sales gains, Rheingold was already No. 1 or 2 in its prime markets, with many times the volume of Piel's. That Bert and Harry, in their day, got Piel's a more than satisfactory tryer-response is, it seems to me, a tribute to that ad approach.

Rheingold has been going with its "Extra Dry" exclusive claim for many years and that's pretty well accepted by ad people too, isn't it?

Thus I add for your consideration the one thought that the *time-and-situation factor* may well be considered when we evaluate an ad idea (or program) and compare it to others.

Carl Nickel,
New York.

• • •

Story on News Broadcast Sales Rubs Him Wrong Way

To the Editor: I trust I was not your only reader who was rubbed the wrong way by your unfortunate choice of headline in your Aug. 28 issue.

The story headed "World-Wide Crises Help Boost News Show Sales on TV" leaves me with an attitude I'm sure your writer did not intend to convey. It leaves me with the feeling that, "The hotter the crisis, the better the sales for tv news shows—let's hope things get hotter." Quite frankly, it made my blood boil.

The story lead points out that, "News for the coming network tv season has turned out to be a highly salable commodity." Then perhaps an all-out war in Berlin will boost ratings and sales to a new alltime high! It is evident that your writer is not one of thousands of Ready Reservists who are willing to serve their country and make personal sacrifices—but not so that tv and ad executives can reap larger profits.

Larry M. Trask,
Ohio Editor, *Construction Digest*, Columbus.

Reader Trask must have been reading between the lines with a fine-tooth comb, to coin a phrase. We did not imply, nor intend to imply, we were jumping with joy over the increase in the salability of news programs. We merely reported the facts. We would guess that he would be extremely unhappy if the answer were otherwise—if the impending crisis did not induce closer attention to news broadcasts.

Aching Back Position

To the Editor: I thought you would like to see the enclosed example of newspaper makeup which ran in the *Minneapolis Star* Aug. 16.

The Doan's ad headed with "Oh, my aching back!!" is adjacent to the mattress ad.

Newton H. Stein,
Stein Advertising Agency, Minneapolis.

"...never thought I could get
So Many Smoking Luxuries at a Popular Filter Price!"
"...I took his advice and now...
If I Couldn't Afford du Maurier, I Wouldn't Smoke at all!"

Finds Similarity in Bates, du Maurier Chair Ads

To the Editor: We have noted, both with cynicism and chagrin, the new test campaign for du Maurier cigarets which you described and pictured on Page 3 of the Aug. 14 issue.

The obvious steal of layout, theme and even the two male models from our Bates ChairMan campaign for the Bates Shoe Co., Webster, Mass., is indeed appalling.

The Bates ChairMan campaign ran successfully, and with enormous sales results, for two years in *The New York Times Magazine*, *Sports Illustrated*, and *Gentlemen's Quarterly*. Its last season was fall, 1960. We are enclosing reprints of several of the ads for making a hardly-necessary, but extremely odious comparison. (Note that in the Battistoni shoe ad, the model is identical to the one selected by Ted Bates & Co. for du Maurier.)

B. L. Gardner,
Vice-President and Creative Director, Edward M. Meyers Associates, New York.

in the morning . . . in the evening . . . and on Sunday COLUMBUS and CENTRAL OHIO folks read their NEWSPAPER FIRST from COVER-to-COVER

Columbus, Ohio
TEST CITY, U.S.A.
in the center of a fertile
28-COUNTY TRADING AREA
served with a
607,761
CIRCULATION COVERAGE
by The Columbus Dispatch
and Citizen-Journal

A.B.C. Retail Trading Zone
Geographic Trading Zone

A consistently growing line-up of subscribers and an ever-expanding area of coverage leave little doubt as to which medium Columbus and Central Ohio folks prefer for 'round-the-clock news reporting, seven days a week . . . news about local, state, national and world-wide events . . . news about new and established products!

Secure extra "mileage" from your ad budget dollar . . . plan ahead to a more consistent program of directing your firm's advertising messages to the greatest customer audience in Central Ohio . . . nearly 1,000,000 news-hungry folks who devote a precious part of every day to The Columbus Citizen-Journal and The Columbus Dispatch . . . a TWO-PAPER INVESTMENT that offers fresh, sparkling, cover-to-cover interest every morning, every evening and every Sunday.

Optional **MONEY-SAVING** Combination Rates

EVENING AND SUNDAY
THE COLUMBUS DISPATCH
MORNING
and THE CITIZEN-JOURNAL

Represented Nationally by
O'MARA & ORMSBEE, INC.
• New York • Chicago • Detroit • San Francisco • Los Angeles
Florida and Caribbean Area: HAL HERMAN ASSOCIATES, INC., Miami, Fla.

Awning Drive Planned

The Canvas Awning Institute, Memphis, has set its magazine ad program for 1962. A dealer listing a half-page ad in the May issue of *Living for Young Homemakers* will run adjacent to an ad by the National Cotton Council, which is cooperating in the program. Ads are also scheduled for spring issues of *House & Garden* and *House Beautiful*. Trade ads will run in *Architectural Record, House & Home, Interiors, Practical Builder* and *Swimming Pool Age*. Hubbell Advertising Agency, Cleveland, is the agency of record for the institute.

Guarini Joins Automatic

Automatic Radio, Boston, manufacturer of automobile radios, air conditioners and antennas, has appointed Dan Guarini advertising and publicity manager. Mr. Guarini was formerly advertising and sales promotion manager of Commercial Apparatus Division, Raytheon Co., Norwood, Mass.

New ARB Study

Top 50 TV Markets in Homes Delivered

ARB ranks the top 50 TV markets as follows, based on homes delivered, 6:00 p.m. to midnight, Sunday through Saturday, ARB November 1960 and March 1961 nationwide sweep data combined:

New York	1
Los Angeles	2
Chicago	3
Philadelphia	4
Detroit	5
Boston	6
Cleveland	7
Pittsburgh	8
San Francisco	9
St. Louis	10
Washington	11
Dallas Ft. Worth	12
Indianapolis	13
Seattle Tacoma	14
Minneapolis St. Paul	15
Buffalo	16
Baltimore	17
Kansas City	18
Cincinnati	19
New Haven Hartford	20
Milwaukee	21
Portland, Ore.	22
Columbus, Ohio	23
Atlanta	24
Houston	25
Miami	26
Charleston Huntington	27
Memphis	28
Albany Schenectady Troy	29
Grand Rapids Kalamazoo	30
Syracuse	31
Providence	32
New Orleans	33
Dayton	34
Tampa St. Petersburg	35
Denver	36
NASHVILLE	**37**
Charlotte	38
Louisville	39
Saginaw Bay City Flint	40
Sacramento Stockton	41
Birmingham	42
Oklahoma City	43
Toledo	44
Wilkes Barre Scranton	45
Omaha	46
Harrisburg Lancaster Lebanon York	47
Tulsa	48
Johnstown Altoona	49
Spokane	50

Is Nashville on your list?
It should be.

WLAC-TV CBS 5

WSIX-TV ABC 8

WSM-TV NBC 4

You get a lot to like in Nashville!

¡Seguid al guía...
ZENITH
TRANS-OCEANIC®
...hacia la variedad más selecta
de productos para expansión en el hogar!
¡El Unico Radio De Su Clase En El Mundo!
El radiorreceptor portátil Zenith Trans-Oceanic — producto del fabricante más respetado de televisores, fonógrafos de alta fidelidad estereofónica y radiorreceptores — tiene poder para sintonizar al mundo. Recibe 9 bandas: onda larga, Difusión Normal, dos bandas continuas de 2 a 9 MC, y banda ensanchada de 31, 25, 19, 16 y 13 metros de onda corta internacional. Funciona con pilas de linterna de bajo coste; no requiere conexiones AC/DC. ¡Escribanos, si es preciso, y entérese sobre éste y otros magníficos productos de Zenith... y sobre el nombre del agente de Zenith más próximo a Ud.!
Zenith Radio Corporation
División Internacional
Chicago 39, Illinois
Distribuidos y garantizados en Perú por
Talleres Peruanos, S.A., Camaná 778, Lima.
ZENITH

ZENITH EN ESPANOL—*Zenith Radio Corp. will run this b&w page ad in the October overseas issues of Reader's Digest. The ad is part of Zenith's export ad program.*

World Is Zenith's Market, But Company Centralizes Manufacturing, Advertising

CHICAGO, Sept. 5—Zenith Radio Corp., while marketing its radio and television appliance throughout the world (some 67 foreign countries), prefers to centralize the manufacturing and advertising of its products at its Chicago headquarters.

Unlike some other large American manufacturers of radio and tv sets, Zenith has no plants outside of the U.S. The company ships components for the sets to Zenith distributors and assemblers throughout the world, who assemble the parts into finished sets.

The assembly and sale of Zenith products outside of the U.S. is handled by 82 independent distributors, two wholly-owned distributors (in Toronto and Montreal) and six "assemblers" (in Mexico, Argentina, Uruguay, Chile, Spain and the Philippines.

■ The distributors and assemblers create and place ads for Zenith products through their own local agencies. Zenith has a co-op ad arrangement with the distributors in which the factory matches all ad monies spent by its foreign distributors. Zenith estimated that it spends $500,000 for foreign co-op advertising.

Also in contrast to some other large U.S. concerns, Zenith does not have an "international" agency or a large U.S. agency with foreign offices for its export advertising. A small agency in South Bend—J. G. Sullivan & Co., with billings of about $500,000—handles all of Zenith's international advertising for radio and tv sets except for Canada. Sullivan's only office is in South Bend.

Jack Sullivan, president of the agency, has worked in the appliance field for many years and at one time was radio advertising manager of Zenith. The agency has handled Zenith's export ads for about six years.

■ Zenith apparently is well satisfied with the Sullivan agency's work on its export ads. The company feels that its export business is not large enough to warrant the assigning of top creative personnel from a large U.S. agency, and it feels that many international agencies merely translate its domestic ads for use in foreign markets rather than creating specific ads for specific areas.

"We get much personal effort and personal attention from Sullivan," a Zenith executive said. "And our account is very important to the agency. We are not lost in the shuffle."

Zenith invests about $250,000 yearly in export advertising (not including co-op). Nearly all of the money this year is going into ads in *Life en Espanol, Life International* and four overseas editions of *Reader's Digest*. The rest of the ad dollars are going into *American Exporter* and *Foreign Service Journal*. Most of the magazine ads are quarter pages; most ads in the business publications are full pages.

■ Many of Zenith's foreign distributors are aggressive advertisers, particularly those in South America, and use a variety of media to sell their merchandise. Television is a very popular medium in many Latin American countries.

The only snag Zenith seems to have with some of its distributors is keeping them from bragging too much about the Zenith line. "We talk to the distributors about this boastful bragging in their ads but this seems to be the style in South America," Zenith said.

Although Zenith issues annual reports on sales and earnings, the company does not break down its foreign and domestic sales. In 1960, the company had total sales of $254,111,740 and earnings of $15,225,819, the second best year in the company's history. Zenith's top year was in 1959 when it had sales of $260,033,866 and earnings of $16,630,144. Last year, for the second straight year, the company sold more than 1,000,000 television receivers.

■ Zenith reported that '60 export sales of radio and tv sets, phonographs and stereophonic high fidelity instruments were down slightly from 1959, and it attributed the drop to loss of Cuban sales and "the imposition of new or more rigid import restrictions in such important markets as Argentina, Chile, Brazil and Mexico."

South America is by far the most important sales area for Zenith although the company has some sales in Europe, Africa and Asia.

QUALITY EXPORTS CAN COMPETE: BLUMENTHAL

EVANSTON, ILL., Sept. 5—H. J. Blumenthal, export manager of Shure Brothers Inc., has charged that U.S. electronics companies are bowing too easily to the "phantom" of low-price foreign competition, both at home and abroad.

Mr. Blumenthal maintained that quality is still a powerful factor in the international marketplace, and recent facts show that it is beginning to hold its own on the performance-versus-price battlefront.

To illustrate his point, Mr. Blumenthal reported that high quality American electronic products are now gaining a foothold in Asia—a center of low-price competition with U.S. industry.

■ He said that recently orders have begun to flow in from Asian consumer markets for Shure high fidelity components at prices well above those of competitive foreign brands. He also pointed out that similar inroads are being made in European markets and in markets formerly dominated by electronics manufacturers. #

Foam-ettes to Go National

Foam-ettes Inc., San Jose, Cal., has announced plans to introduce Foam-ettes into national distribution, following an agreement with Ora-Dent Corp., whereby Foam-ettes Inc. will continue to manufacture the dentifrice tablets and Ora-Dent will market the products. Foam-ettes was originally a product of Chemical Products Corp., subsidiary of Consolidated Laboratories. Foam-ettes Inc. terminated its relationship with Consolidated in 1960 (AA, Jan. 9). Foam-ette tablets, which have been marketed in California and Denver, are packaged in Alcoa foil pouches.

National Terrazzo to Lavenson

Lavenson Bureau of Advertising, Philadelphia, has been named to handle public relations for National Terrazzo & Mosaic Association, Washington. The association has some 500 members who are contractors and manufacturers, producing and installing terrazzo flooring and mosaic design walls.

FILMSTRIPS
From Artwork or Transparencies
Black & White or Color
FAST SERVICE
Also Record Pressings or Tapes
35mm color duplicate slides
write for prices
Colind Photography, Inc.
P.O. Box 165 Peoria, Illinois

WTRF-TV STORY BOARD

T. R. Effic!

WAY OUT SALESMAN! He worked in the advertising department of a large magazine and just couldn't understand the awe and respect showered on him by the children in the neighborhood. Recently, he passed a group of young boys discussing the newest satellite. Suddenly he got the message when one boy looked up to him and asked: "Are you really a space salesman?"

wtrf-tv Wheeling

HIM: "Marry me, darling and I'll make you the happiest woman in fifty states."
HER: "Sorry, Buster, I don't go for that trailer living."

Wheeling wtrf-tv

THE COFFEE BREAK in America surely isn't half the fun that it is in Ireland. Irish coffee makes the difference.

wtrf-tv Wheeling

JET AGE SLOGAN for the modern dry cleaner: "Suits cleaned and pressed while you hide."

Wheeling wtrf-tv

REVISION OF AN OLDIE: "Old speculators never die, they just trade away."

wtrf-tv Wheeling

WHEN THE FOOD BUDGET gets out of line, it's time to watch the wife at the supermarket and teach her shelf control.

Wheeling wtrf-tv

SPEAKING OF SUPERMARKETS . . . the WTRF-TV Merchandising Plan has special display agreements with 216 food markets here and that's just one phase of the merchandising services offered to alert advertisers using WTRF-TV. Just ask George P. Hollingbery.

wtrf-tv Wheeling

PONDERINGS: Cape Canaveral is America's soar spot!

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

IN RIVERSIDE, CALIFORNIA THERE'S

ACTION

AT THE LIQUOR COUNTER!

Action that bought 201,203 cases of straights, Scotches, Canadians, vodkas, cordials and brandies to say nothing of all the others. These were the figures in '58 for the 4th largest Metropolitan Market in California, comprised of the counties of Riverside and San Bernardino. A schedule in the Riverside Press-Enterprise will deliver the Riverside half of these sales. Riverside is 60 miles from Los Angeles, and less than ½ of 1% of the total circulation of the four major Los Angeles newspapers enters their rich area. That's why you always need the Riverside Press-Enterprise on your schedule . . . you'll get plenty of action!

RIVERSIDE PRESS-ENTERPRISE, RIVERSIDE, CALIFORNIA

Represented nationally by Newspaper Marketing Associates

1
OCT. 1961

New RKO General National Sales Division will move you closer to the must-buy markets

Make a date—now—to meet a brand new authority on the nation's top markets...markets covered and nailed down by America's largest and most powerful independent radio-&-TV chain: RKO General.

This man-of-all-answers is your new RKO General National Sales Division sales executive. He was hand picked to work with you. He's been proven tops. And he's buzzing with the latest word on every corner of every county reached by the RKO General chain.

New York City: WOR-TV, WOR AM/FM
Boston: WNAC-TV, WNAC-AM, WRKO-FM
THE YANKEE NETWORK
Los Angeles: KHJ-TV, KHJ-AM/FM
Detroit-Windsor: CKLW-TV, CKLW-AM/FM
Memphis: WHBQ-TV, WHBQ-AM
San Francisco: KFRC-AM/FM
Washington, D.C.: WGMS-AM/FM

To learn more about the service, flexibility and data-in-depth that will help you make faster decisions, better decisions, and decisions that put more muscle into every dollar you spend...
call your local RKO General Station or nearest RKO General National Sales Division Office.

New York: 1440 Broadway, LOngacre 4-8000
Chicago: Tribune Tower, SUperior 7-5110
Hollywood: 1313 No. Vine, HOllywood 2-2133
San Francisco: 415 Bush Street, YUkon 2-9200

The Solid Foundations of Growth

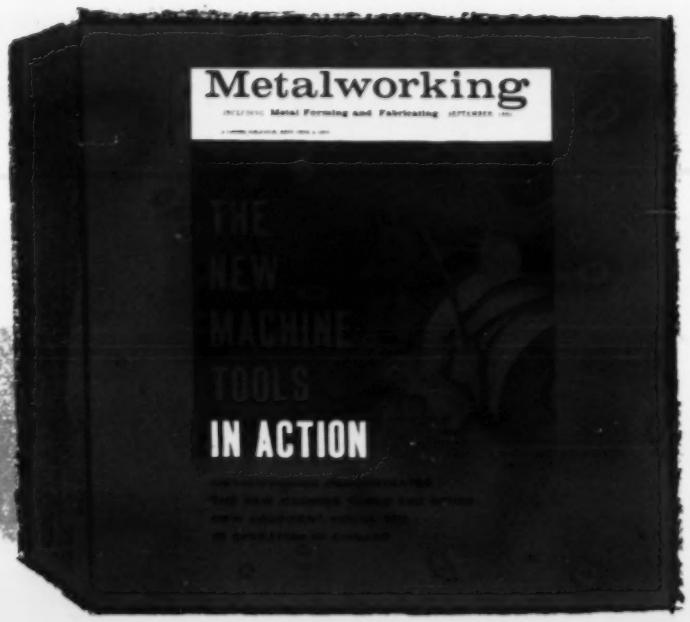
Not all companies grow at the same rate.

Some have made growth happen. Others have merely benefited from a favorable climate. Businesses that grow soundly build on a solid foundation of meeting the needs of people — people in the business and people to whom the business provides service.

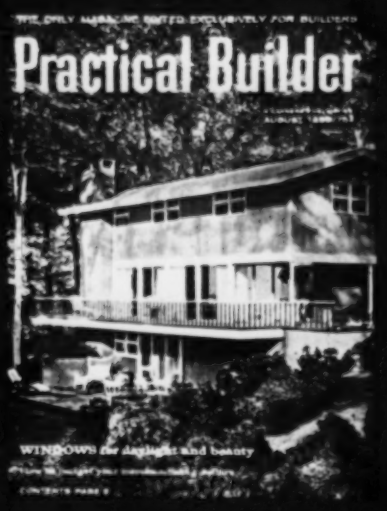
In the last three years, Cahners Publishing has become the fourth largest industrial publishing company in the nation. We, too, have shared in the national surge upward. But we have grown also because we consciously planned for growth.

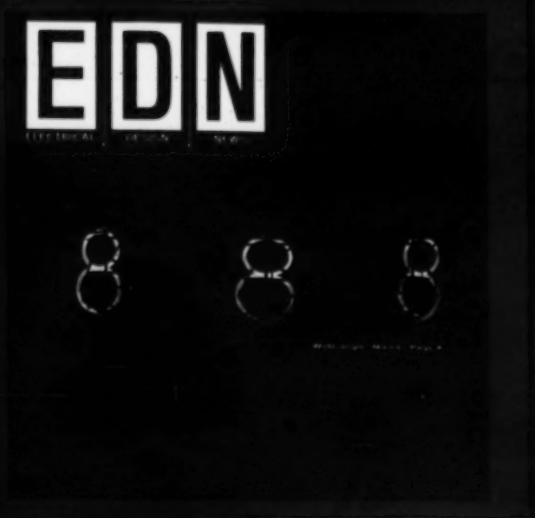
For our editors, we planned increasingly broad and challenging responsibilities to stretch their creative muscles and to meet their need for personal growth. For our customers, we have broadened and deepened corporate services with the addition of specialist talents to improve readership, market research and circulation.

Advertise in the magazines of a planned growth company. Its people and services can help your company grow faster.

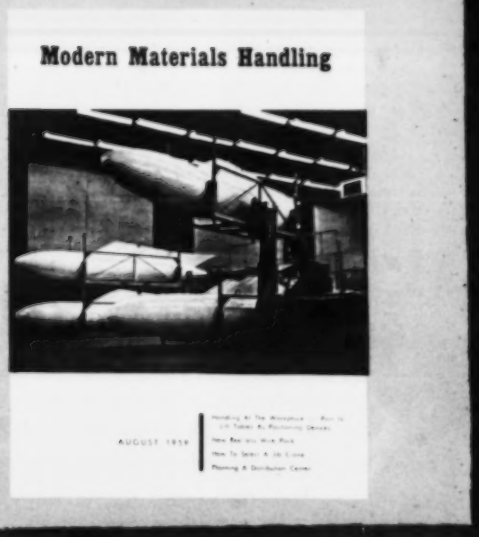


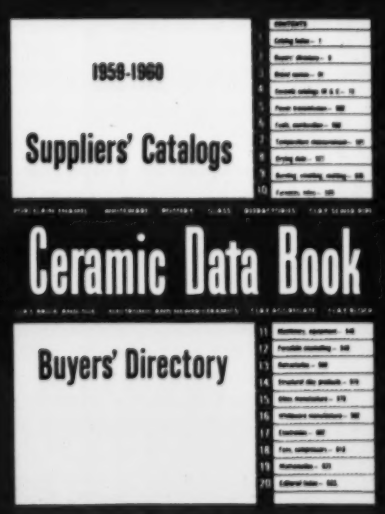
Cahners Publishing Company, Inc.

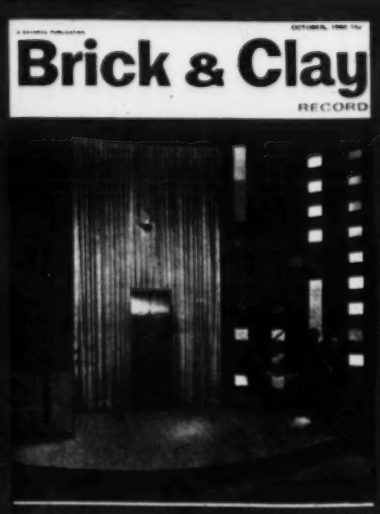




CAHNERS PUBLISHING







Cahners Building, Boston 16, Mass. • 14 Offices Conveniently Located to Growing Industry

Film Producers Move

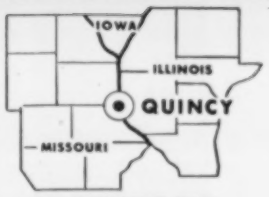
The Film Producers Assn. of New York has moved to larger quarters at 165 W. 46th St.

QUINCY, ILL.

HUB OF AN ISOLATED TRI-STATE MARKET

Qualifies as a Major Midwest Test Market

The industrial city of Quincy, center of a rich agricultural, grain, dairy, and stock-raising section. 19 counties of west-central Illinois, northeast Missouri, southwest Iowa. Hub of 330,000 retail market area. Important wholesale distribution point. Excellent merchandising support of national schedules.



ONE NEWSPAPER WIDE

Member St. Louis and Illinois Interurbia Group.

THE QUINCY HERALD-WHIG

HAL CULP, Advertising Manager · Phone BA 3-5100

"Represented by the John Budd Co."

50,111 ABC CITY ZONE POPULATION

NBC Int'l Sales Up; Columbia Records Int'l Names Schein

NBC International has reported that its gross sales in the first six months of this year ran 50% ahead of volume in the comparable period last year. The company attributed the gain to increased program sales in the Far East, Latin America and Europe.

Also on the international front, Columbia Records International has appointed Harvey Schein general manager, a new position. Formerly general attorney, Mr. Schein joined Columbia in 1958.

'How to Sell Well' Published

"How to Sell Well," a new book about salesmanship, has been published by McGraw-Hill Book Co., New York. Dr. James F. Bender, senior partner of James F. Bender & Associates and professor of business administration, Long Island University, is the author. Price is $4.95.

Many Talk of Marketing Concept But Fail to Use It, Levitt Says

CHICAGO, Sept. 6—Despite the "global" big talk about the "marketing concept" and the bushels of money invested on sales promotion, advertising and so-called technical services, "marketing is the neglected stepchild of most modern corporations."

In the circumstances, what is needed is "some serious, systematic, fulltime 'marketing R&D'," according to Theodore Levitt, lecturer at the Harvard business school and plans board member of Lippincott & Margulies, New York.

Mr. Levitt told the division of chemical marketing and economics at the 140th national meeting of the American Chemical Society here that "the facts are that among the many companies whose spokesmen make such inspirational declarations about their professed marketing orientations, it is hard to find any who follow up all this global talk with a solidly systematic program of marketing innovations and experimentation.

"Marketing seldom gets the kind of active and continuing experimental support that other corporate functions are so abundantly getting. All it gets is money for more advertising and more sales push."

■ Mr. Levitt said that the big corporate experimental dollar today goes into research and development, "which is the most lavishly endowed function in modern business." In fact, he added, "unless a company of any size has an R&D department, it is automatically denied [the right] to call itself modern. R&D is treated as if it were the Messiah—the all-purpose liberator of all our painful problems. It is the Mr. Clean of the corporate household."

He said that the marketing orientation of many companies exists only on the verbal level. "If it really existed on the operating level, more marketing departments would have something of the same aroused frontier spirit of solid adventure and imminent breakthrough that is found in the better product R&D departments. Indeed, marketing departments would do their own R&D—not in quest of new products, but in quest of new marketing methods and strategies."

■ Mr. Levitt said it should be possible for the giant corporations to break out of the "same tiresome old way" in marketing, just as they did in product development.

"It is being done daily. But, interestingly, it is being done not so much by the big affluent giant companies as by the small, undercapitalized companies which are more desperately needy than their fat cat competitors. Nearly all of the big marketing innovations of recent years have been made by small new companies.

"This is true of the development of the grocery supermarket, the soft-goods supermarkets, of motels, of multi-pump gasoline stations, of bantam food supermarkets, and of the entire frozen foods revolutions. And since developments in consumer goods marketing usually lead developments in industrial markets, things will pop there soon."

■ Most marketing innovations today are "often accidental," he asserted. "Unlike product innovations, which are the result of a systematic and carefully coddled research, marketing innovations have been the unsolicited, unplanned, accidental, and often the gratuitous by-product of some antecedent facilitating product development. They are the happy extra dividends. It is time we make them regular income." #

9 billion dollars to build a better one.

We're living in a needing, buying, growing America—a time for new and improved products and services—the creation of new jobs. More than ever, a businessman with an idea, with the urge for something better will move ahead with our expanding economy.

But after the idea, what follows can be a costly period of research and development. Not necessarily—if you use the immense 9-billion-dollar fund of research and patent information that's available at your U.S. Department of Commerce. Think of the saving—in time and money.

For example: there are reports on extensive research by your Government in new products and processes. A translation of data on inventions and discoveries abroad—information on over 3 million patents—a fortune in patents owned by your Government. All this is yours—for your use and your benefit.

Take advantage of the many ways in which your business can grow. In developing new products and services. In the lucrative foreign markets. In new U.S. markets. In attracting new industry to your local community. Just phone or write the U.S. Department of Commerce Office of Field Services in your city, or Washington 25, D.C. Your U.S. Department of Commerce is always ready to help you grow with America!

NOW'S THE TIME TO GET GROWING IN A GROWING AMERICA!

Your Address: Chicago's magnificent gold coast

181 East Lake Shore Drive

Overlooking Lake Michigan . . . five minutes from downtown . . . steps from Michigan Avenue stores. Fine Restaurant. Superb air-conditioned rooms & suites at sensible prices.

Donald O. Cronin, Mgr.
SUperior 7-8500

LAKE SHORE DRIVE HOTEL

SURE

The Free Press SELLS APPLIANCES

It takes discretionary spending income to buy appliances and Free Press reader families have more discretionary spending income.

The 1960-61 Top Ten Brands Study of America's fifth market reveals that 49% of all Free Press reader families surveyed have incomes of $7,000 or more. And—they're especially susceptible to appliance advertising. 82.5% own their own homes. Too, more families than ever read the Free Press. With 100,000 new reader families since Nov. 6, 1960, Free Press circulation has leaped to a 129-year high—622,242 Sunday and 573,273 daily.

Free Press reader families are responsive!

A 4 col. x 12" ad for TV sets by a local appliance dealer produced $20,000.00 in sales. That's real sales performance!

HERE'S HOW THE FREE PRESS SELLS APPLIANCES!

THE DETROIT FREE PRESS IS SO REWARDING TO READ . . . SO REWARDING TO USE

The Detroit Free Press

MICHIGAN'S *ONLY* MORNING NEWSPAPER

NATIONAL REPRESENTATIVES: STORY, BROOKS & FINLEY

Merchandising Vital to Cooperatives, Campbell-Mithun's Barber Declares

Describes Land O'Lakes Growth via Merchandising and Advertising Tactics

MINNEAPOLIS, Sept. 5—There are no billion-dollar marketing cooperatives in this country, and there won't be any unless there is further education in merchandising tactics, an executive of Campbell-Mithun said.

Speaking at the American Institute of Co-operation summer session on the University of Minnesota campus, W. C. Barber, vp of the agency, which has the Land O'Lakes Creameries account, said merchandising is the dynamic frontier ahead for co-ops.

"Being basic suppliers to someone else does not provide you with the mastery of your own destinies," Mr. Barber told delegates. "If you want to look big with your producers, then start thinking big about your merchandising to the consumer."

■ Mr. Barber's presentation covered what he described as largely tactical techniques used on behalf of Land O'Lakes butter. He said these techniques contribute to the classic strategy of maintaining and expanding markets.

Against a declining total commodity market, Land O'Lakes butter has grown, Mr. Barber said. And the growth is from maintaining markets, plus expansion through increased distribution.

He mentioned three basic steps in which tactics of advertising, consumer promotion and retail promotion helped achieve success.

1. Market analysis and consumer research provided guidance on what kind of people would buy Land O'Lakes butter and what basic advertising appeals might work.

2. The formulation of a planned program "to make our product grow where it already was—and give it an opportunity to grow—where it was not available for sale."

3. Sales execution and follow-through which, he said, includes the "great unsung merchandising" contribution of the sales organization, co-op membership, or brokers in educating retailers to the volume and profit potential of Land O'Lakes butter.

■ Erl Barton, northern division manager for Sunkist Growers, said ownership of a brand is like having money in the bank or owning real estate.

Next year, he said, Sunkist will spend its 100,000,000th dollar in promotion of the Sunkist brand of citrus fruit products.

Growers have been convinced of the value of Sunkist advertising ever since the first test campaign in Des Moines in 1908, he said.

The test was the first used of three-color newspaper advertising and was paid for half by Sunkist and half by Southern Pacific Railroad Co. Sales rose nearly 60% in the market.

"Growers were so encouraged that they have allocated funds for advertising, without interruption, for the last 53 years," Mr. Barton said.

■ Winston J. Klotzbach, general manager of Cherry Growers Inc., Traverse City, Mich., predicted advertised brands will continue to be the backbone of the food merchandising system and said processors cannot live on private label business alone.

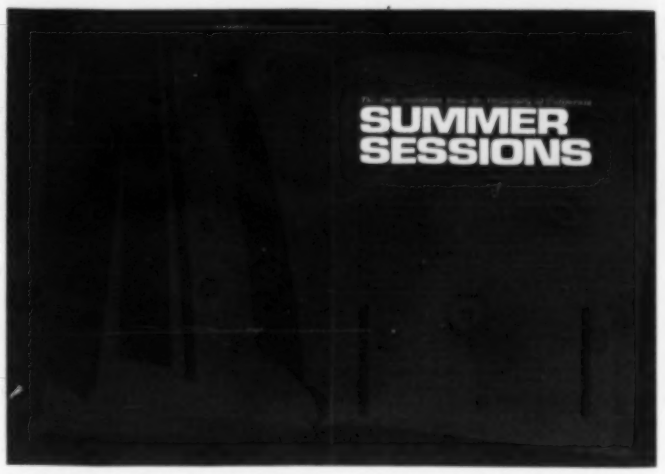
"Some sort of standard must be set if private label foods are to be successfully merchandised," he said. "Only well-advertised brands can set the pace for all other brands to shoot at."

Many private label packers, he said, are dropping by the wayside or are consolidating or merging with large concerns.

"Buyers are asking themselves this question: 'If there are left only a few large packers, will these large national packers then offer quality canned fruits and vegetables at prices that will permit competing with advertised brands on which the packers are spending millions for advertising and promotion?' Chains may well find themselves in the position of being able to purchase only well-advertised brands or having to do their own processing in their own plants, which a great many chains are already doing."

■ The red tart cherry industry, Mr. Klotzbach said, has developed few new cherry products in the last 20 years. But Cherry Growers Inc., in 1957, launched a research project which resulted in jellied cherry sauce. Introduced in a few test markets in 1958 it moved into a six state market in 1959 with a program of magazine, radio and television advertising.

The product enjoyed great temporary demand following the cranberry incident, but the co-operative relied on national advertising of the Reddi-Maid brand, with local radio and television support, in its successful move outside the six-state market in 1960-'61. #



HIGHER EDUCATION—*This mailing piece-poster promoting summer sessions at the University of California was prepared by the university's agency, Kennedy-Hannaford Inc., Oakland. Passages from James Thurber's "The Secret Life of Walter Mitty" and his parody on "Casey at the Bat" may be seen on the pages of the book illustrated in the ad.*

Cargill, Wilson Names Acree to Head New Charlotte Office

Cargill, Wilson & Acree has appointed Edward Acree, vp, to direct its expanded operations in Charlotte, N.C. The agency has maintained a service office in Charlotte for the past two years, which will now be fully staffed and become a complete operating unit providing full agency service in Charlotte. Mr. Acree joined the agency in 1955 and one year later was named a vp. His name was added to the company name in 1958.

Edward Acree

At the same time Harry Jacobs, formerly associate art director in the agency's Richmond office, has been appointed art director in the Charlotte office.

Abram Rejoins Kight

Duane G. Abram has rejoined Kight Advertising, Columbus, O., as creative director. Mr. Abram, who was an account executive with Kight from 1955-'57, has managed his own agency and served as advertising manager of Buckeye Union Insurance Cos. and Columbus Coated Fabrics Corp.

Beer Sales in U.S. Move Up 0.3% in '60 for New Record

NEW YORK, Sept. 5—The nation's beer drinkers consumed a healthy quota of some 370 8 oz. glasses in 1960, when both sales and production reached record proportions, reports the 1961 edition of the "Brewers Almanac."

This worked out at a per capita consumption of 23.1 gals. of beer and ale. That figure, however, is the "adult" intake (the amount drunk by beer drinkers over 21). Actual per capita consumption based on the entire population works out at a lower figure of 15.1 gals. per year.

By any reckoning, U.S. beer drinkers had a heady year. Sales, as represented by tax-paid withdrawals, reached an alltime high of 87,912,745 bbls. of 31 gals. each. This was 0.3% more than the 1959 sales total of 87,622,358 bbls., also a record at the time. Similarly, production rose to record levels, with the 1960 output at 93,415,363 bbls. as against 93,127,427 the year before. Production normally outruns sales to assure ample supplies.

■ The almanac (an industry fact book issued by the U.S. Brewers Foundation whose members produce nearly 85% of the beers and ales brewed in the U.S.) also notes that the gradual uptrend in packaged sales continued last year. Some four-fifths (80.7%) of all beer and ale was marketed in cans and bottles, while draught beer sales declined from 17,313,897 bbls. in 1959 to 16,957,752 bbls. last year.

Of the packaged product, 62.1% was in bottles, as against 60.1% in 1959, and 37.9% was in cans, compared with 39.9% the year before. Brewers used some 8.9 billion cans last year, and some 2.38 billion bottles. They paid out something like $416,000,000 for container materials.

New York kept its lead in production with 11,156,789 bbls., while Wisconsin was second with 10,589,589 bbls. Next largest producers were Missouri, New Jersey, California and Pennsylvania.

New York also led in consumption, with a total of 10,230,212 bbls. But Wisconsin kept true to tradition with the largest average per capita intake (25.6 gals.). Nevada, with 24.3 gals. *per man*, again placed second.

■ These pleasant activities helped the industry contribute some $800,921,000 in federal taxes last year, as against $772,505,000 in 1959. The federal excise tax is $9 a barrel, and additional state taxes average $2.93 a barrel.

The almanac also notes that U.S. brewers bought more than $225,000,000 worth of farm commodities last year. Some 2.66 billion lbs. of malt barley, corn and corn products, rice, wheat, soybean products and hops went into the works.

The industry's 72,000 employes' direct take-home pay totaled some $450,000,000.

In terms of national prowess, Belgium took the honors with a per capita consumption of 34.3 gals. Last year's leader among the nations, Luxembourg, slipped to second place with 33.3 gals.

In terms of gross consumption, the U.S. was way out in front, with West Germany second on the 46,000,000-bbl. level, and the United Kingdom third with 38,000,000 bbls. #

Guard Joins North

Samuel R. Guard has joined North Advertising, Chicago, as creative research director. Mr. Guard was formerly assistant director of research of MarPlan, research division McCann-Erickson.

New ARB Study

Top 50 TV Markets in Homes Delivered

ARB ranks the top 50 TV markets as follows, based on homes delivered, 6:00 p.m. to midnight, Sunday through Saturday, ARB November 1960 and March 1961 nationwide sweep data combined:

New York	1
Los Angeles	2
Chicago	3
Philadelphia	4
Detroit	5
Boston	6
Cleveland	7
Pittsburgh	8
San Francisco	9
St. Louis	10
Washington	11
Dallas-Ft. Worth	12
Indianapolis	13
Seattle-Tacoma	14
Minneapolis-St. Paul	15
Buffalo	16
Baltimore	17
Kansas City	18
Cincinnati	19
New Haven-Hartford	20
Milwaukee	21
Portland, Ore.	22
Columbus, Ohio	23
Atlanta	24
Houston	25
Miami	26
Charleston-Huntington	27
Memphis	28
Albany-Schenectady-Troy	29
Grand Rapids-Kalamazoo	30
Syracuse	31
Providence	32
New Orleans	33
Dayton	34
Tampa-St. Petersburg	35
Denver	36
NASHVILLE	**37**
Charlotte	38
Louisville	39
Saginaw-Bay City-Flint	40
Sacramento-Stockton	41
Birmingham	42
Oklahoma City	43
Toledo	44
Wilkes Barre-Scranton	45
Omaha	46
Harrisburg-Lancaster-Lebanon-York	47
Tulsa	48
Johnstown-Altoona	49
Spokane	50

Is Nashville on your list?
It should be.

WSIX-TV ABC 8

WSM-TV NBC 4

WLAC-TV CBS 5

You get a lot to like in Nashville!

the newspaper that's IN THE PINK

We print six supplements of four to forty pages on pink newsprint five days a week. These locally tailored supplements are filled with local news and local ads (over 8¼ million lines last year) for each section of our 11-county Central Florida area.

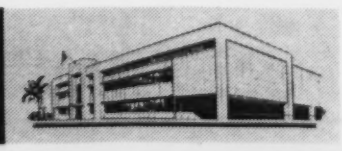
■ This means maintaining 14 bureaus throughout Central Florida, with a full time staff of more than fifty . . . not to mention some 150 contributing correspondents.

■ Ask any Orlando Sentinel subscriber at Cape Canaveral, in Leesburg, in Sanford or wherever it may be in Central Florida and they will tell you "The Pink" is their newspaper.

■ These six supplements cost money . . . plenty of money . . . to produce but that's the way we build readership and advertising loyalty. We give them their own local package in local pictures and news for their money.

MARTIN ANDERSEN
Editor/Owner/Galley Boy/Ad Writer/Pink Paper Buyer

Orlando Sentinel-Star
ORLANDO, FLORIDA



CONTESTS

Conducted by professionals serving America's advertisers and advertising agencies

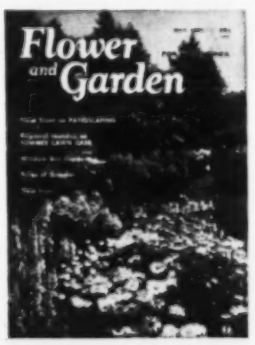
•

Consultation on request

ADVERTISING DISTRIBUTORS OF AMERICA, INC.

400 Madison Ave., New York 17, N.Y.
MUrray Hill 8-6500

What a difference a Flower and Garden made . . .



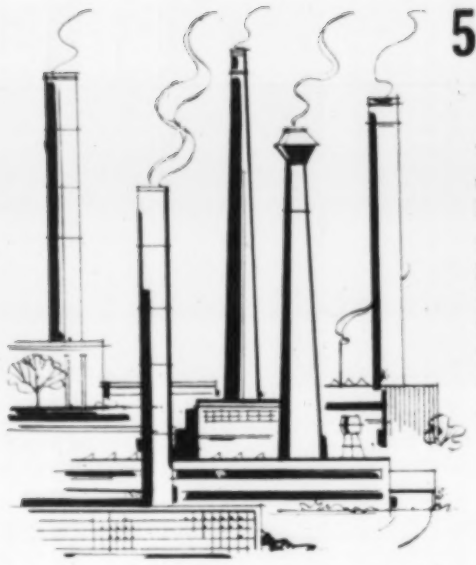
In its first four years, Flower and Garden Magazine, with its two regional editions,* has made an impressive score — 500,000 subscribers and more than 2 million readers – the greatest audience in the gardening market. With it all, Flower and Garden has shown consistent advertising growth and was the only gardening magazine to rack up a lineage increase in 1960 – more than 41 pages.

As for its companion in the dealer field—Flower and Garden Merchandiser—this fine business publication now blankets the trade with the greatest readership in the big garden supply market.

. . . and why are there so many new accounts joining the growing list of advertisers using the Flower and Garden Group? Well, for one thing their dollars go farther and they tell us that the results are better.

*A third regional—Flower and Garden's new Western Edition—will be added beginning with January, 1962.

The Flower and Garden Group/543 Westport Road, Kansas City 11, Mo.



5 New Plants in Hagerstown

...with 3000 new jobs!

The official report of the Economic Development Commission of Washington County shows that five new plants located in Hagerstown during the past year and that four other plants expanded their facilities here — creating a potential of *3000 new jobs!* Further expansion is going on. If you've been missing some of your market elsewhere, you may find it in Hagerstown.

Get the facts. Ask for our new market data book — with complete details on Maryland's second market and the saturation of The Herald-Mail.

The Herald-Mail
HAGERSTOWN, MD.

Burke, Kuipers & Mahoney • National Representatives

Graham Armstrong Mullie Johnston

LECTURERS MEET—*Thirty-four employes of Canadian advertising agencies gathered at the University of Western Ontario Sept. 1 to begin the first four days of a twice-monthly advertising course. Lecturers were Professors John F. Graham and C. B. Johnston, of the university's school of business administration; David Armstrong, assistant general manager of the Canadian Assn. of Advertising Agencies, sponsor of the course; and J. R. Mullie, director of the first year of the course.*

"SELL US ON SUNDAY" says BUFFALO

303,666 FAMILIES IN THE BUFFALO MARKET BUY THE SUNDAY COURIER-EXPRESS...

... that's the largest circulation of any newspaper—daily or Sunday—in New York State outside metropolitan New York City. Western New York families look forward to Buffalo's ONLY Sunday newspaper for their week-end news, and their favorite features (color comics, Sunday Pictorial, Parade, American Weekly, plus a host of other popular editorial features of real local interest.) In fact, these readers spend over three million dollars annually for the Sunday Courier-Express.

Knowing this, businessmen place the equivalent of 85 pages of advertising in the Courier-Express on a typical Sunday. Take your cue from the advertisers who know the market best ... schedule the Sunday Courier-Express and the Morning Courier-Express to reach the families of Western New York when they *want* to be sold!

Courier BUFFALO EXPRESS
WESTERN NEW YORK'S GREATEST NEWSPAPER

ROP COLOR 7 DAYS

Represented Nationally By:
Newspaper Marketing Associates
New York
Chicago
Philadelphia
Detroit
Los Angeles
San Francisco

Fla. Land Premium Promotion Stalled by Real Estate Unit

BOSTON, Sept. 5—A promotional program whereby supermarket customers can save their cash register tapes and use them to help purchase land in Florida has been developed by General Realty & Developing Corp.

However, the project—called Futurama—is currently stalled because the Florida Real Estate Commission is seeking to stop General Realty from selling Florida land.

The Independent Grocers Alliance (IGA) food chain, with headquarters in Chicago, is set to use the Futurama promotion if the commission gives approval. Orville W. Johler, vp of advertising and merchandising, said a $100,000 advertising and promotion expenditure is planned.

■ At the Florida Real Estate Commission, Benjamin Shuman, general counsel, said that the circuit court of Dade County is scheduled to hear an appeal by the commission next month that General Realty be enjoined from selling land in Florida. He said the move is being taken because General Realty has not been granted commission approval, a legal necessity in the state.

Gerald S. Seskin, president of Allenger Advertising Agency, Brookline, Mass., which handles the General Realty account, said Futurama, if approved, will be advertised through magazines, and possibly tv, radio and newspapers.

Fichtner Joins Permattach

Permattach Diamond Corp., subsidiary of Hitchiner Mfg. Co., Milford, N.H., has appointed Herbert W. Fichtner national sales manager. Mr. Fichtner was formerly with United Aircraft Corp., Atrax Co. and Solid Carbide Tool Institute.

Keyes, Martin Adds Account

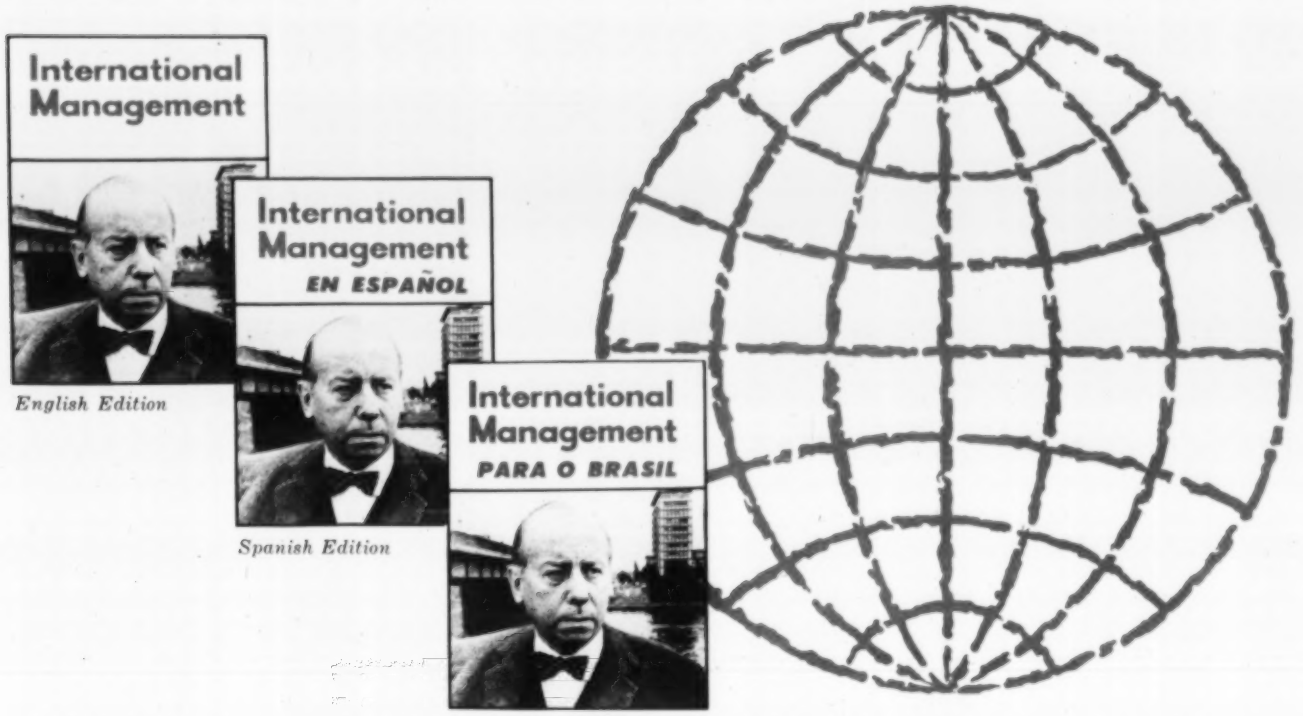
Keyes, Martin & Co., Springfield, N.J., has been named to handle advertising for James Cunningham & Son Co., Rochester, N.Y., manufacturer of crossbar switches. A campaign in industrial publications is planned.

McGraw-Hill Shifts Coash

Carl Coash Jr. has been shifted from the advertising sales staff of *National Petroleum News*, Detroit, a McGraw-Hill publication, to the publishing company's Denver office, where he will represent several McGraw-Hill magazines.

Mutual of N.Y. Boosts Wilkins

Mutual of New York has promoted John R. Wilkins from publicity writer to advertising assistant.



English Edition

Spanish Edition

Portuguese Edition

When you advertise to business and industry worldwide...

...Use INTERNATIONAL MANAGEMENT's 3 editions in 3 languages... You'll reach 50,000 management men in over 100 countries

Now these 3 editions in 3 languages will take your sales story to the most concentrated audience of management men in worldwide markets that any magazine delivers.

This new flexibility of *International Management*, starting with the January issue, makes it possible for you to talk direct with important management men in industry, business, and finance in the markets you want to sell. Advertise in the English edition to sell the Eastern Hemisphere; Spanish edition to sell Spanish-speaking Latin America; the Portuguese edition to sell Brazil; all three to sell the entire free world except the United States and Canada.

You advertise with maximum *efficiency:* over 80% of subscribers are department heads or above. You reach them with maximum *economy:* approximately $15 per country based on 12-page rate of $1566 for a B/W page in all 3 editions.

Everyone of the 50,000 businessmen you'll reach in *International Management* is identified by name, title, company, and type of business. McGraw-Hill's subscription policy screens out all but those with a management title or function. Result: you advertise to a known audience of *management men* in industry and business... 70% of whom are in companies each employing 50 or more employees.

You reach customers and prospects in a business frame of mind because *International Management's* editorial concentrates on business only, with each edition written for the industrial management communities served. Each deals with world business trends, technological advances, management techniques, marketing, plus methods to increase productivity and the utilization of men and machinery.

Make plans now to begin your 1962 advertising campaign in one or more of the January editions. Call the McGraw-Hill office nearest you for complete information on rates, plus breakdowns of titles and industries by edition. Ask to look at a pilot issue of the new Spanish and Portuguese editions, too. Closing date for January editions is November 15.

ENGLISH EDITION sells 20,000 management subscribers in Europe, the Middle East, Africa, Asia and Australasia. Cost, one page B/W: $695.*

SPANISH EDITION sells 20,000 management men throughout Spanish-speaking Latin America. Cost, one page B/W $695.*

PORTUGUESE EDITION sells 10,000 management subscribers in Brazil. Cost, one page B/W $350.*

*12 page rate for B/W ad. Discounts of 8% for any two, and 10% for all editions when same space run in same issue. Ads translated into Spanish and Portuguese free.

International Management

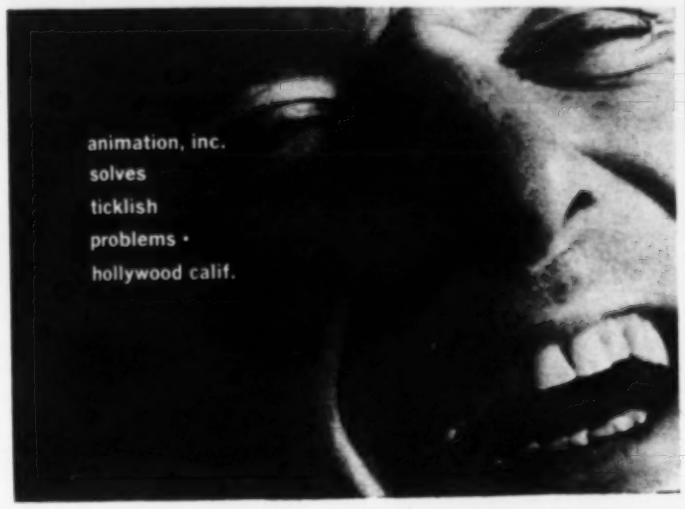
McGRAW-HILL INTERNATIONAL
330 WEST 42ND STREET, NEW YORK 36, N. Y.

ABC

Boston • Chicago • Cleveland • Dallas • Denver • Detroit • Los Angeles • Philadelphia • Pittsburgh • Portland • Saint Louis • San Francisco • London • Frankfurt • Geneva • Tokyo, International Media Representatives Ltd.

Watson Appoints Harding

Watson Publications, Chicago, has appointed Murray G. Harding editor of *Traffic Management*. Mr. Harding was formerly midwestern editor of *Traffic World*.



Republic Names Two

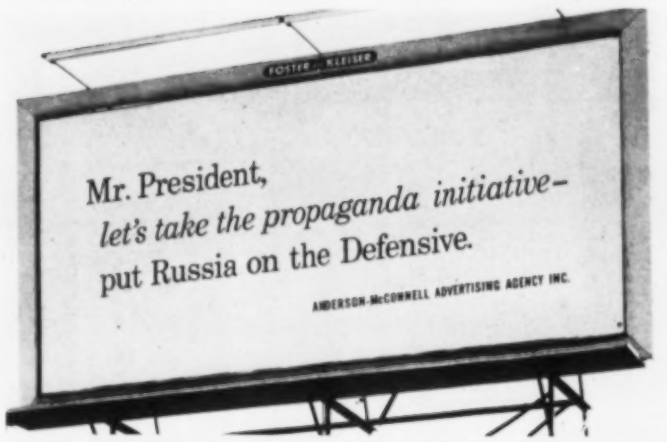
Truscon division, Youngstown, O., division of Republic Steel Corp., has appointed Ernest E. Bang manager of advertising and sales promotion. Mr. Bang, formerly advertising and sales promotion manager of Republic's Berger division, succeeds the late P. L. Callahan. H. Fred Cockrill, formerly advertising assistant to Mr. Bang, has been appointed manager of advertising and sales promotion of the Berger division.

Hewitt-Robins Boosts Johnson

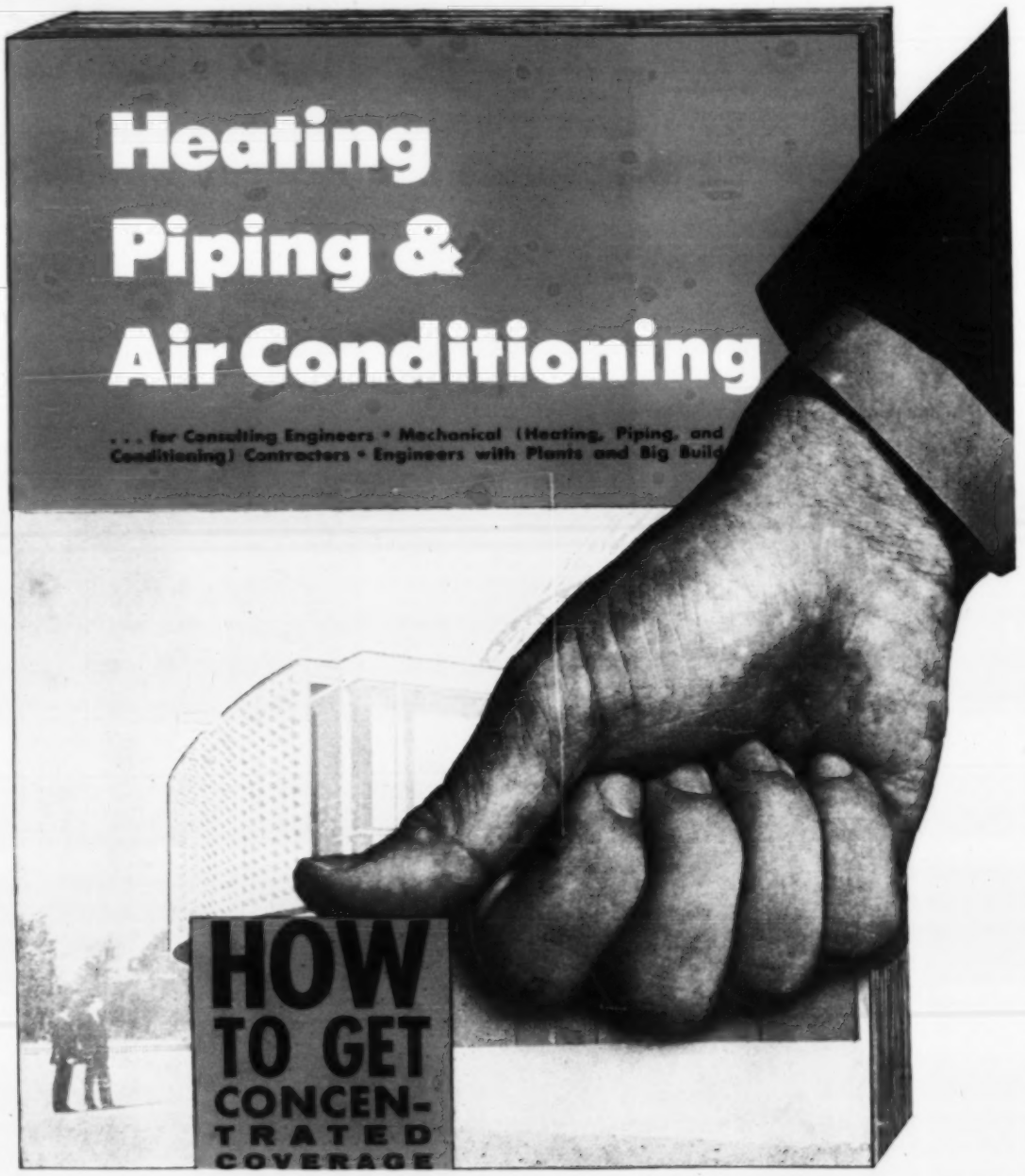
Hewitt-Robins, Stamford, Conn., manufacturer of conveyor systems and component parts, has promoted Peter T. Johnson from assistant ad manager to the new position of sales promotion manager.

Russell Named VP

Miniature Precision Bearings, Keene, N.H., has appointed William A. Russell a vp. Mr. Russell was formerly manager—field sales of the Norton Co., Worcester, Mass.



SIG 'EM—*This is the second in a series of outdoor posters currently showing in six Los Angeles locations for Anderson-McConnell. The ad is part of a public service series sponsored by the agency.*



. . . of those who count in the industrial-large building field

Here's the book that means business . . . for you! HEATING, PIPING & AIR CONDITIONING confines itself just to the services for which it is named and further restricts itself to the industrial-big building field.

Result: this uniquely specialized, clearly focused editorial content attracts not just one but *all four* of the decision-making factors in your market — (1) consulting mechanical engineers, (2) mechanical contractors, (3) engineers with industrial plants, and (4) engineers with large buildings.

How do these vital sales influences rate HPAC? Very measurably. Each PAYS for it directly, individually, voluntarily. HPAC's 2 to 1 ad volume leadership year after year testifies that advertisers also declare, "Value received in full!"

Yes, HPAC is the book that means business . . . in many ways, but particularly *for you*. KEENEY PUBLISHING COMPANY, 6 N. Michigan, Chicago 2.

ABC ABP

'Contractor' Sets Sights for 100% Request Circulation

NEW YORK, Sept. 5—*Contractor Magazine* is converting to request circulation under the new Business Publications Audit of Circulations' rules and with the establishment of rigid qualification of readers.

One result of the new policy will be an immediate hike in rates from $640 per b&w page to $730.

Herbert Walther, publisher, said that as of June 15, the magazine showed 20,007 request circulation on its BPA audit report, plus 6,337 other qualified circulation. That represented a 76% request circulation. "At present we have about 82% request circulation," Mr. Walther said. "We're aiming for 100% by the end of the year. We estimate it will cost us $30,000 to get the total request circulation."

■ The magazine now requires four qualifications of readers: A reader must employ at least two mechanics; he must reveal what kind of work he does; he must indicate what fields he engages in (commercial, industrial, residential); and he must signify his desire to receive the magazine. #

Bowl-Mor Names Schindler

Bowl-Mor Co., Littleton, Mass., has appointed Aaron Schindler advertising assistant to Oscar Silverman, vp in charge of advertising and marketing. Mr. Schindler was formerly an account executive of Harry M. Frost Co., Boston.

Verrier Gets New Post

American Society for Metals, Novelty, O., has appointed John B. Verrier Jr. eastern advertising manager of *Metal Progress*, headquartering in New York. Mr. Verrier was formerly regional manager in New York.

Barber Gets New Post

Hills-McCanna Co., Carpentersville, Ill., has appointed Vernon M. Barber sales promotion manager. Mr. Barber was formerly district manager for Hills-McCanna in the Gulf Coast area.

Bleifeld Joins Zimmer, Keller

Lee Bleifeld has joined Zimmer, Keller & Calvert, Detroit, as art director. Mr. Bleifeld was formerly with Campbell-Ewald Co. and MacManus, John & Adams.

Fink, Carpenter Adds One

Fink, Carpenter & Rau, Detroit, has been named advertising and public relations agency for Smith, Hague & Co., Detroit, member of the New York Stock Exchange.

WAME Names New Rep

Venard, Rintoul & McConnell, New York, has been named national representative for WAME, Miami, replacing Adam Young Inc.

Dimension of emotional environment?

It's considerable for SUCCESSFUL FARMING subscribers—averages more than 300 acres. If you farm 300 acres, at today's land values, current costs and farm prices, your emotional environment is large enough to include a subscription to SUCCESSFUL FARMING, to help you stay solvent!

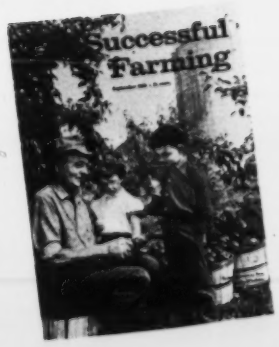
Farm technology is changing as fast as missile guidance or Paris fashions, and what you don't know this year may lose your shirt next year! For the volume producer of corn, wheat, hogs and cattle, SF is management consultant, operations guide, marketing forecaster. It is invaluable to his planning for crops apportionment, pest control, power applications, barn mechanization, fertilizer applications, animal breeding and feeding. He doesn't read it—he studies it, clips it, files it, refers to it again and again. SUCCESSFUL FARMING contributes importantly to his production, profits, and success. It is his emotional environment!

His wife, who knows far more about his business than your wife does about yours, finds SF of interest—helpful in her work routines, planning, meals, entertainment, and home furnishings.

SF has been helping the country's best farm families earn more, live better for fifty-nine years; and has won an influence reflected in extraordinarily high readership, and a warmer reception and response for the advertising in its pages.

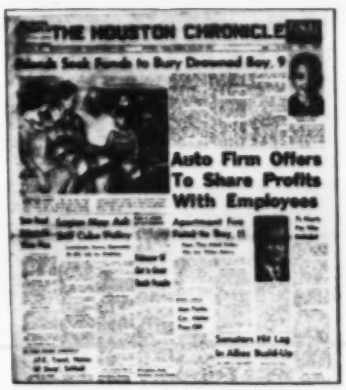
SF subscribers' earnings are big, have exceeded the average national cash farm incomes by about 70% for the past decade. They are one of the best class markets.

If you want your advertising to produce more, put it in SUCCESSFUL FARMING. Ask any SF office about the new opportunities in its twelve State and Regional Editions.



SUCCESSFUL FARMING . . . Des Moines, New York, Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.

WELCOME PARADE


THE HOUSTON CHRONICLE

Friends Seek Funds to Bury Drowned Boy, 9

Auto Firm Offers To Share Profits With Employees

Senators Hit Leg In Allies Build-Up

The Houston Chronicle
The Leading Newspaper
In America's Seventh City
Adds PARADE Magazine
Beginning
Sunday, January 7, 1962

PARADE

Houston jumped from fourteenth in 1950 to seventh among all U.S. cities. The Houston Chronicle has kept pace with that growth. Today, The Chronicle leads Houston's other Sunday newspaper by over 14,000 in city circulation.

In Houston, The Chronicle reaches more people, carries more advertising, sells more merchandise.

Parade's steady growth has made it twice as big, twice as powerful as in 1950.

With the addition of Texas' great newspaper, The Houston Chronicle, distributing newspapers are at an all-time high . . . up from 33 to 66 since 1950. Circulation is at an all-time high . . . 10,222,952 . . . double the total in 1950.

Advertising Age

Feature Section

Groesbeck Gives New Business Tips

CM Lauds Holly Sugar Ad

Smith Laments About Coffee Can

Tyler Chooses August Toppers

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

White Presents Some Ideas on How to Control TV Commercial Production Costs

About half of the material presented before the fourth annual Creative Advertising Workshop sponsored by ADVERTISING AGE *was devoted to radio and television, and in keeping with the idea of the Workshop, most of it was visual. The following is excerpted from a presentation on controlling commercial production cost, which was originally presented in conjunction with the showing of about 20 commercials.*

By Hooper White,
Director of Television Commercial Production, Leo Burnett Co., New York

Before we can get to a discussion of controlling television commercial production costs, we must get a bit closer to knowing exactly who this person is who is charged with controlling the outflow of money—the agency commercial producer.

Hooper White

It would be quite exact to say that he is the person in the agency charged with making the art director's still storyboard pictures move, and with making the typewritten words of the writer heard. And in so doing, he is to perform this wedding of senses without wasting the client's production money.

Suffice to say he is one-third of the television creative unit, the other thirds being copy and art.

He (and in some cases, she) is brand new to advertising—coming into existence with the television medium, after a halfway start in sightless radio. He very rarely starts the job, but he is responsible for finishing it. The final sales power of the television advertising message must depend on his final judgments and abilities. And one of his most important judgments is the expenditure of production money.

Let's take that expenditure step-by-step. When an idea for selling on television has been conceived, written and approved, it is ready to go into production. It can go into various types of production. The idea can be done "live" on television, by a personality or a commercial spokesman. It can be held for later play with a "live" look by producing on video tape. It can be transferred to film, utilizing either animation or live action—or a combination of both.

■ The idea can rely on any of a variety of production, art and written approaches. For instance, let's take a specific product category: gasoline. Let's say the idea is to sell the company through the friendliness of the gas station attendant. The production can rely on quick, black-out humor, as in these two 8-second IDs for Chevron. (Showed cartoon commercials.)

Or basically the same idea can rely on an entirely different production approach —different in length, in writing, art direction, track direction and photography. Something like this. (Showed 2½-minute Texaco film of boy playing near gas station.)

Both of these creative approaches were successful in their use.

In each instance, the production values required by the idea were met—and production costs kept in line.

■ In the case of the Chevron ID's, the cost was kept at a reasonable figure by the following factors:

• **1.** The right studio was chosen, so the results were right, saving costly days and weeks of revisions.

• **2.** No backgrounds (or at least minimal backgrounds) were used in the animation, saving many man-hours of design and compositing work.

• **3.** Several of these ID's were put into work at one time, saving considerable money in recording sessions, and the many other separate operations that would have been duplicated if each unit had gone into work alone.

■ In the case of the Texaco live-action commercial of the child, the photography (and the *planning* for photography) were kept simple. And—this is important in this instance—the photography was shot to an *idea*, and the copy and music were written and scored to the finished picture.

Now, what are the similarities which bring these widely divergent advertising approaches to the point of well-planned and economic production?

First—they are both based on good ideas. In the case of the Chevron use of humor, the idea was right for this reason: Chevron was coming into a new market in New York City, competing against well-established, well-accepted competitive brands. Humor helped Chevron make an impression—and a favorable one.

In the case of the Texaco approach, the basic idea was to build a warm, human aura around the company and the men who supply automobiles with a fairly mundane and somewhat smelly liquid called gasoline. The commercial won critical acclaim as well as customer acceptance.

■ Now—consider another dissimilarity between these two production approaches —again having a very direct bearing on money. The Chevron commercial has a sound track only 6⅔ seconds long. The Texaco sound track lasts 145 seconds. But, understand too, this matter of time-means-money: there are thousands of dollars separating the *projection* costs of these commercials. The Chevron commercial can be placed in available station breaks without commitments to network show-time purchases. The Texaco film, on the other hand, ate up all the commercial time of a 15-minute news show purchase. And yet, both are successful.

■ These are widely divergent examples of wise television production with sound cost control: They each fit a specific market problem, a specific media buy, and a specific re-use schedule.

Now, ask yourself this question, if all of the above statements seem to be obvious: What if Chevron had decided NOT to use animation for its ID's? Would they have been as wonderfully humorous in live action?

Or, what if Texaco had decided to be heart-warming in 145 seconds of animation. Would it have been so warmly believable? Both spots were less expensive and more expressive produced as they were.

■ All this is to say, if you are looking for easy answers, there are none.

The success of any good selling on television is founded in a basically good selling idea, *plus* the intelligent decisions to produce it in context with the idea.

And the search goes on . . .

A Featured Presentation
From the Fourth Annual
Summer Workshop on Creativity in Advertising
Sponsored by Advertising Age

■ There is a time *not* to spend money—and that is when it will not help a weak idea. But there is also a time to *spend* money—and that is when it will support a strong idea. The only rules that can apply are those that fit the exact situation. If the advertising budget is small, ingenuity will have to substitute for more full-blown production . . .

In most cases, the best ideas—from a selling as well as budget standpoint—are the warm, simple ideas. There is too often a tendency to gild lilies in production. There is too often the hope that money in production will improve a bankrupt idea. This is not a silk-purse-from-a-sow's-ear business. You get what you pay for—and that must start with the original idea. The one word that explains most good ideas is "simplicity."

■ Simplicity is an elusive commodity. It takes more work to be simple than to be complex. If you are a musician, you know that one of the simplest pieces of music written for the classical piano is Beethoven's Moonlight Sonata. It is just a few steps above a Schirmer finger exercise in degree of difficulty—but only a handful of pianists alive today play it well. It takes ability to be simple . . .

* * *

Hopefully, a pattern will begin to emerge which will show proper control of economics in commercial production. Have the films you've seen been successful selling tools for any one reason? Is it good writing alone? Is it good art direction alone? Should production take all the bows? Was it the music in the track that made the cash register ring?

The answer is no, it is not one single element alone—and the pattern for cost control and sales effectiveness emerges with the proper cooperation of all the mentioned elements. The constant and improving flow of a good idea through capable hands will always make a superior selling commercial.

■ O K—fine—we've been creative and done a real peachy job. But hold on a minute. How about the man who must pay all these bills. His children call him "daddy," but we call him "the client." At what point should he participate in production? When should he be asked to approve a selling idea and approve the money to produce it? The answer is one word—*early*. A client should have an idea thoroughly explained to him—and its cost should be throughly predicted for him.

■ Now—the tough part. How do you explain an idea that hasn't been produced to a man whose company must pay all the bills? How do you go about getting him to buy and believe in a selling hope that as yet does not exist?

Well, a client should be shown some visual evidence of the hoped-for end result. This can be done in conversation or in the more concrete form of a storyboard. But bear in mind (whether you are client or agency) the storyboard is a blue-print for production—a guide to the intent of the commercial. Please fully realize the limitations of a storyboard. It's filled with still pictures, which must eventually be made to move by the one-eyed cyclops called a camera. It is covered with typewritten selling *words* which must be made into selling *sounds*. A storyboard is a *guide*—the first check-point for intent, direction and cost. And the only completely predictable element of these three is *cost*. Intent and direction are tied to production ability—not production money.

■ Two more suggestions concerning client participation in controlling commercial costs: first, many changes are terribly expensive if made *after* a cost estimate has been approved and production started. Changes in settings, casting, sound track elements (including seemingly simple copy changes) add up to hundreds and thousands of dollars. If similar changes are made *after* the answer print is pre-

sented, days, weeks and even months of production time are lost.

In this area of cost control, it is wiser to delay production of commercial material for a few days, or even a few weeks, until all copy has been completely agreed upon, voices and music agreed upon, so that when a production is instituted, control of costs can become a completely predicted constant.

No client is interested in how quickly a commercial can be produced if it's wrong —or how inexpensively it can be produced if it doesn't sell.

To summarize the various elements which must come together to control production costs of television commercial material, let me suggest a series of checkpoint questions which must be answered satisfactorily every time a commercial or a commercial series is planned for production; and each question *must* be answered with a yes:

• **1.** First and last, is the idea a good one for selling my product. Does it sell warmly and believably? Does it represent my company well, so that I will be an invited guest in the closet, garage or cupboard for years to come?

• **2.** Are we allowing enough pre-production time? Are the writer, art director and producer *equally* consulted in preproduction?

• **3.** What production techniques should be used? Should the commercial be done in animation, in live action, on film or video tape? Should it combine elements of live action film and animation? Have we decided to use the best production methods or combinations of methods for the most effective selling job?

• **4.** Have we agreed to allow enough time to successfully produce the commercial material? Commercials—like babies—take time to produce.

• **5.** Will its eventual production cost be in line with the general television budget, including media costs?

• **6.** Do I trust the ability and competence of the people assigned to carry out the idea? And if not, what was I thinking of when I hired them?

• **7.** Will I be wise enough not only to make suggestions but to listen to the suggestions of the others who also have pride and confidence in their ability.

• **8.** And to repeat the first question which must be answered: Is the idea a good one for selling my product? We are basically more interested in making sales than in making commercials.

■ In conclusion, we are in a business together that is as difficult to distill as a bucket of fog. We are looking for answers —warm, creative, selling answers. These days, clients are not manufacturing parlor tricks—and agencies are not in show business. We hope to advertise your products and services with excitement, warmth, believability, and *predictable costs.* #

Agencies Ask Us . . .

Modern New Business Procedures for Advertising Agencies

By Kenneth Groesbeck
Advertising Agency Consultant

One of my Michigan agency friends wants to know if there is any new trend discernible in the ways agencies go about increasing their billings, these days. Or, as he says, "Are we still following the old and usually ineffective haphazard methods?" Well, I wouldn't go so far as to agree with his criticism, having seen many a smart new business stunt pulled off by agencies. However, I think in general there is a definitely more effective procedure being used, particularly by the smaller advertising agencies who are on their toes and battling in the toughest areas of our business.

Kenneth Groesbeck

You might call this modern procedure a far greater exactness, a much more scientific behavior, shooting with a rifle instead of a shotgun, calling the shots instead of hoping for the best.

The best example I have run into recently is the following letter, sent by a moderate-sized agency to a carefully selected list of prospects located within easy reach of the agency's service. It is addressed to the president of the advertiser's company:

Dear Mr. Jones:

We plan, within the next several months, to solicit your advertising account. This, because we know and like your field and specifically your company and are experienced in the food (substitute appropriate word) business. We shall send you, from time to time, items of information we have gathered which we believe will be of use to you. We may even be rash enough to suggest selling or marketing procedures which seem to us, looking in from the outside, as likely to improve your sales and/or profit picture. We figure, if there is any chance of our doing business together, that this is the best way to turn a possibility into a fact.

Sincerely yours, (Agency head)

■ This letter will bear careful analysis. You will note it does not ask for an answer, but it is highly likely to get one, if only, "We can't stop you." Only if the possibility of a connection is entirely out, will the advertiser write and say so, in which event the prospect will be removed from the solicitation list. In general, it presents the advertising agency in a most desirable light, interested primarily in the prosperity and progress of the client, and planning to do what it can, from the outside, to promote these ends.

The success of this agency's new business program, launched so modestly yet with such precision, depends, of course, on what it digs up and passes on to the prospect in the way of suggestions and advice. Here the agency can make a hit, or it can most easily fall flat on its face.

If it has restricted its list to the few companies in its neighborhood it can really serve, and if it really knows what it is talking about, it can come up with material which is new and impressive to the prospect. By interviewing both customers and retail and wholesale distributors of the advertiser's product a smart advertising agency can unearth facts which are of real value.

■ Here it is important to note that the way these are presented must be modest, unassuming and extremely tactful. We have to be very careful that we don't step on the sales manager's toes in revealing facts he should have been aware of, for example.

The essence of this approach is that it is definite, aimed at the improvement of a situation which really exists, and that it is the best possible showcase of the agency's abilities. If they can talk like this from the outside, reasons the prospect, they certainly ought to be able to help us a lot once they are working with us. The agency is careful not to spell this out. Any good business man can reason from facts given him, and he doesn't have to have his nose rubbed in them.

■ This is also inexpensive new business procedure, when it is looked at in terms of results. A far higher batting average results from this precision planning than from any general communications praising the agency, or offering examples of its work. The prospect is interested primarily in his own business. The more the agency concentrates on the client's problems, and the less it says about itself, the better.

■ Flexibility, adaptation to changing conditions, seems to be the next most important characteristic of modern new business procedure, since no sooner is such a campaign started than prospects begin to align themselves into different classes.

Some show up as hot prospects, needing immediate personal contact, by telephone and visit. Some are longer term prospects, needing more of the same before they are

The Creative Man's Corner . . .

What Can You Say About Sugar?

To *Post* readers, one brand of sugar must be much like another brand of sugar. Sugar people must have an even tougher problem than cigaret, beer, and whisky people, because they can talk about real or imagined variations in taste.

How easily, and convincingly, the Holly Sugar people have edged around this problem. They don't *say* there is a difference. They *imply* the difference in masterly style, with a paucity of copy which could well be the despair of writers—except that every qualified writer will recognize that the secret of great writing is not to say it long, but to say it well.

So here we have a three-word heading, "Remember Holly Sugar"—and one solitary, sophisticated, elegant line of copy, "Every great cook has special secrets that aren't found in the recipe books. Is one of your secrets Holly Sugar?"

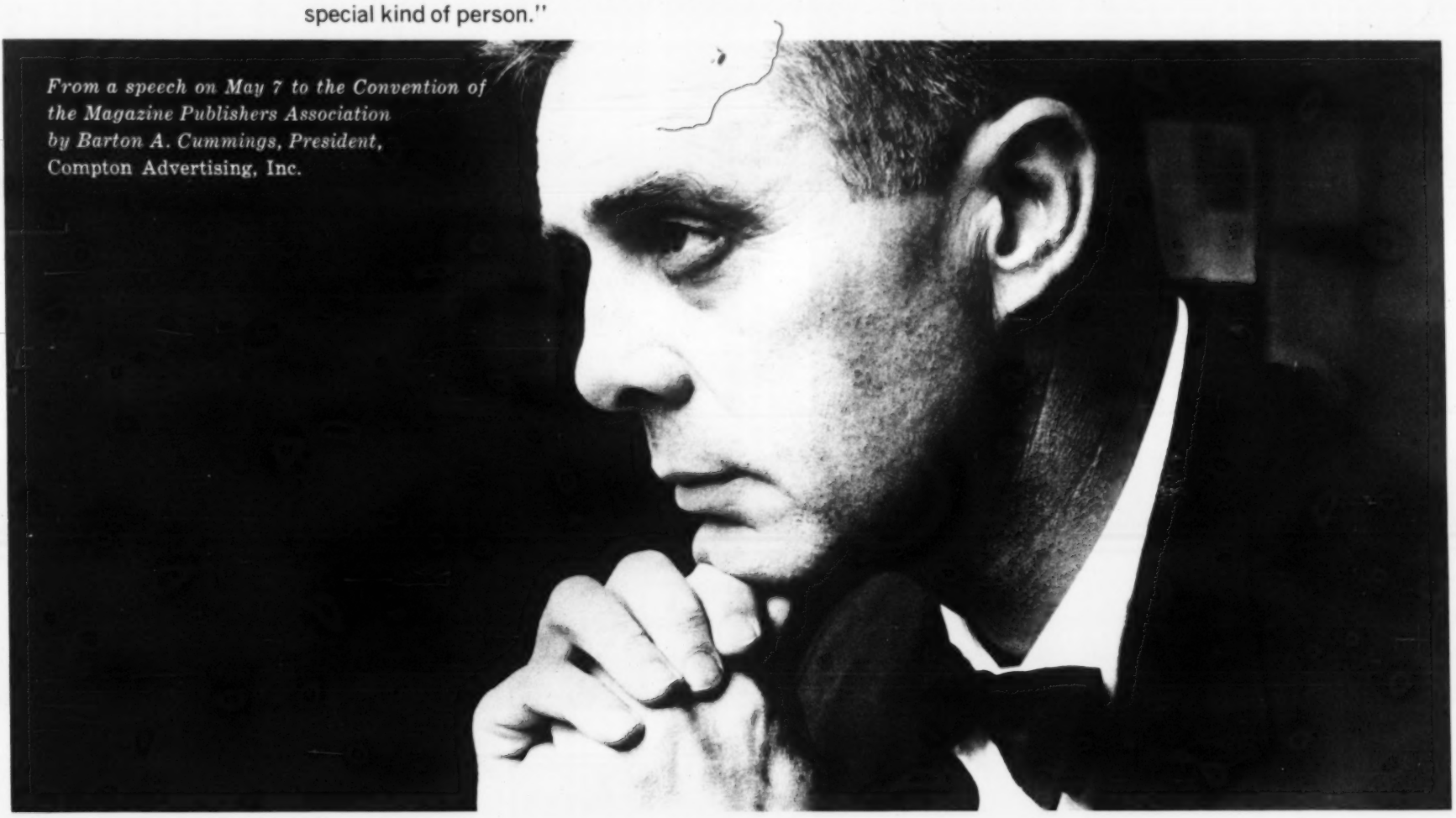
Ha! There's psychology. There's feminine insight. There, if you please, is dirty pool. Because, if the lady knows she is not a great cook, she is certainly going to try Holly Sugar—just to see if the old goat will come through with a word of praise for her next dessert.

Simple art, too. An unidentifiable dessert in a bowl, with the beater poised above. Hope those holly leaves don't slow it down and burn out the motor. #

Something Special

"The best circulation, it would seem to me, would be circulation obtained by letting it be known that you can fulfill man's basic need to be educated and informed . . . The magazines which will prosper would seem to be the ones with a very special character, each read by a fiercely loyal audience composed of a special kind of person."

From a speech on May 7 to the Convention of the Magazine Publishers Association by Barton A. Cummings, President, Compton Advertising, Inc.



The "very special character," the "fiercely loyal audience" and "the special kind of person" aptly describe SPORTS ILLUSTRATED and its readership. SI's circulation of 1,000,000 families* derives not only from their need but their desire to be informed on the mid-century's liveliest subject.

Sport presumes excellence. Thus SPORTS ILLUSTRATED is written and illustrated for people to whom expert performance is an important mode of self-expression.

And consequently, those families rate high in achievement. At a median age of only 42, one of the lowest among magazine readerships, the household head has a median annual income of $10,835, one of the highest and nearly twice the national median. Among the 67% of household heads in business, one-third are already in top management—partners, owners, or presidents of their companies.

These are the successful people. By their very nature they are special. By their very nature they are fierce in their loyalty. And by their very nature they define the special character of the magazine they read.

Because of them and that "very special character," SPORTS ILLUSTRATED now stands third among all magazines in the land in pages of consumer advertising.

*effective January 8, 1962

Sports Illustrated

ripe. Some are almost surely "never-nevers" who get less attention, but who still should be kept on the list.

■ One sees that this modern way of going after new business is far from automatic. It requires man or woman power, constantly and consistently used, and intelligence and adaptability. Few of the smaller agencies can afford new business salaries for this alone. No, rather delegate certain suitable persons to use part time in this work. But see that the time is allocated and used, because agencies now know that new business getting is not simply desirable. It is essential. Either you grow or you are on the way out, in this business of ours.

Additional billings obtained in this hard way are apt to stay with you for many years. New business obtained in what looks like the easy way, from someone who "controls" an account and wants to split commissions with the agency is always dangerous. Sometimes it works out fine, but in general this is the least desirable new business the agency can get. It rests in one man's pocket, it stays only as long as it is more profitable to its "controller" than some deal offered by another shop.

It may safely be assumed that the majority of advertisers are not too certain of the results they are getting out of their advertising expenditures, and that they will welcome any plan which evidently substitutes, in some measure, facts for conjecture. While destructive criticism will get you nowhere, sound constructive suggestions are pretty rare in our business and are usually very welcome indeed.

In this modern solicitation procedure, the agency is promising a high degree of ability and most efficient performance. We must be very careful that we do not offer more than we can eventually perform. So in our planning, we must not expect a comparatively unskilled subordinate to carry out the performance outlined and projected by an experienced agency head. Clients depart even faster than they arrived, when the first experience with the agency's actual service reveals this situation. #

Employe Communications . . .

Account Executive Dazed in New Role

By Robert Newcomb and Marg Sammons

An account executive, snagged on the horns of a dilemma, petitions us to help him down. He has just been invited (to use the word in its most malleable form) by his client to make a talk before the company's plant supervisors on the subject, "What Advertising Means to You." Because the company president is such an admirable fellow, because the subject of advertising is very near and dear to the agency executive, and because he wants to keep the account, he has decided to accept. He wants to know if we can provide some guidance. He says the problem might be dumped in the laps of other admen, that perhaps a little help for him might constitute a little help for all.

This is encouraging to know, and makes us responsive to a fellow creature's needs.

First of all, this account executive (or any other executive similarly pinioned) should recognize that this is probably one in a series of lectures for supervisors. It is very possibly the pet of the company president. The format is rigid and obvious: Each department head takes his turn, to tell about the services of his department. You—the account executive—have probably been preceded by several such departmental managers, speaking on subjects of such range and variety as "What Accounting Means to You," "What Purchasing Means to You" and "What Plant Maintenance Means to You." You are to talk for a definite period of time—when your time is up, stop, even though it involves leaving a sentence suspended in mid-air.

■ An account executive, presumably not as familiar with plant practice as shop supervisors, would do well to stay on his own reservation. Talk advertising; don't get involved with local level interpretations, regardless of the title imposed on the speech, or you'll be in the province of company policy where you aren't wanted. Bear in mind that the average supervisor in the average plant is an up-from-the-ranks alumnus of the bargaining unit and doesn't know much about advertising. He probably has some rather fixed ideas about it, certain of which may not be complimentary to you, your agency or your calling. He probably has a well-grounded antipathy toward anyone connected with sales, not because he doesn't recognize the importance of sales, but because he thinks sales people don't work as hard as they should, are paid too much and have no grasp of production problems.

Tell them what your real job is—or should be: To help sell what the plant produces. You're there to assist the sale, and everybody stands to benefit from what you do. You can do more to peddle the sound philosophy of teamwork than a man on the actual payroll, because you're an outsider, with an outsider's viewpoint. And despite all the charges that teamwork is a timeworn plant chiché, don't ever think that it isn't at the heart and soul of any plant operation. So give it a hand, and you'll help yourself as you do so.

Use visual aids, plenty of them. Dissect ads for your audience. Tell them *why* you've said this; *why* you've used a certain layout; *why* you have chosen the media you have. Give them a brief picture of an ad in process, from conception to appearance.

■ At most sessions of this type, you won't have time for a questions-and-answers period (and sometimes management doesn't want such a period handled by an outsider, because the embarrassing question can drift in). So anticipate the sound question of broad interest, and work the answer into your presentation.

It goes without saying that these conferences are informal, so be relaxed and informal yourself. Don't read a script, but have good notes so that you don't wander. If you can have a sample or two—booklets or something of the sort—for the supervisors to take along, it will make a good impression.

Are there any unusual features of a supervisory meeting a visiting speaker might keep in mind? Yes, there are: Remember that supervisors are busy people, with a lot to think about. They may have shop problems itching for solution at the time they were obliged to start out for the meeting. Don't expect their full, undivided attention, because you won't have it. Another point: Supervisors are time-conscious—they have jobs to return to, so if you're through a few minutes early, say so and let the meeting adjourn.

If, as an account executive, you can bring a fuller appreciation of advertising to the supervisory group, that favorable reaction will brush off to some degree upon the employes in the shop itself. And this helps to firm up the whole relationship between front office and shop so that everybody involved benefits—possibly including the advertising agency. #

On the Packaging Front . . .

Pity The Coffee Can—It's Designed for Everyone But the Consumer!

(Mr. Smith is advertising and merchandising director of S. C. Johnson & Son, Racine, Wis. His first advertising job was with the old Melamed-Hobbs agency in Minneapolis in 1945. In 1949 he joined Swift & Co., Chicago, and was product manager until 1953 when he moved to New York as account executive with BBDO. He joined S. C. Johnson as advertising manager in 1955 and was appointed to his present post the following year. His column, which appears for the third time in this issue, will be published twice a month.)

By Douglas L. Smith

Douglas L. Smith

As an expert in opening coffee cans—a title earned over many years of experience—I would like to write a short and unsentimental piece about the stalemated situation of coffee can development.

Being the first one "up" in our house every morning, it has become my lot to "put on the coffee," a chore I rather enjoy *until* the fateful a.m.'s when I discover the coffee jar is near-empty, and I realize I must once again open one of those b l a s t e d cans! This happens to me a minimum of 30 times a year, and I find sympathetic souls among everyone I meet to whom I make my "coffee can lament." Virtually everyone, I am sure, finds the problem troublesome and vexing.

The accompanying pictorial vignette depicts the plight of all "us coffee-can-openers," so—on behalf of us all, we ask, can't something be done?

■ Looking at the pictures, we see the key itself, the matter of detaching and setting it in place, and then keeping it on the track so that you don't have to use the pliers as does the unfortunate lady in the illustration. Then, removing the lid (try and do it without spilling!) and getting the contents into the coffee jar, *again* without making a bigger mess. True, you don't *have* to use a coffee jar, but since most coffee cans do little to enhance the decor of any kitchen, chances are that many people have them. In transferring the coffee to the coffee jar, you have to scoop out a little first, then squeeze the can to a pouring-spout condition, and still it's almost impossible to avoid spillage. And then, sometimes the rim flies off, so the re-useable value of the can is diminished.

The reason, of course, for all this discomfort lies in the vacuum pack, and admittedly this is no small benefit to the consumer in point of freshness. But in this age of mechanical marvels, or advanced food process techniques, there must be some way to preserve the freshness, or to improve upon the vacuum seal, that would bring the consumer some relief from the present unhappy state we find ourselves in each time we have to open a can.

The can companies (grinding them out by the millions), and the coffee people (satisfied with a status-quo) and even the trade (because they stack so well) may not greatly desire a change—but, like we say, the present can is designed for everybody but us who use it.

Come to think of it, in all fairness these coffee cans are great places to store paint brushes and nails—but somehow these exciting fringe benefits never occur to me in the bleak moments of dawn as I, in my half sleep, grope and fumble with the coffee can, and the key, and the mess, as I go through the process of getting the coffee perking while I shave. #

COFFEE WOES—*This picture sequence vividly depicts the plight of the consumer who must struggle to open the coffee can and get the contents into a coffee jar.*

the turning of a page

Illustrator: Stephen Deutch, a photographic illustrator with a wide-ranging ability to dramatize ideas and merchandise, who serves many clients at his Chicago studio.

Print is our business because we are a prime national source for fine photoengravings for letterpress and gravure. Many of America's leading advertising agencies and advertisers, from coast to coast, have learned to depend on us for the highest quality of reproduction in national magazines. And many of the nation's leading art directors, illustrators, and photographers look to us to do full justice to their copy. As an expression of their interest and faith in print, they have collaborated with us in preparing this series of advertisements to honor the basic values of America's national magazines.

America's finest photoengraving plant
for letterpress and gravure
333 West Lake Street, Chicago

COLLINS, MILLER & HUTCHINGS, INC.

He's a little young to read a magazine, but he is on his way to a great discovery . . . and an American privilege: *the right to read.* Hundreds of millions of people in many parts of the world do not know how to read. They are hungry, for knowledge as well as for food, and dream of the day when they and their children will be taught to read print.

The rights of man, first published in America in the Declaration of Independence in 1776, were expressed for public knowledge in print. The American Republic was based, at birth, on the right to publish and to read in print. The basic medium of communication in America . . . for the transmission of knowledge to children and adults, for advertising and marketing . . . is *print.*

Tyler Picks Ten for August . . .

The world's most amazing stick-up. Whodunit?

Olin

Olin Mathieson

Those Elusive, Wary Prospects Often Vanish While Admakers Concentrate on Visibility

By William D. Tyler

Far too many advertisers are addressing themselves today to just one facet of the problem—that of getting through to people. No question about it, this is a critically important part of the job, but it does not sell goods. What does sell goods is what you do *after* you gain an audience. This part of advertising is in danger of becoming a lost art, so preoccupied are these advertisers with making their advertising seeable.

William D. Tyler

Some of the most talked about and highly visible advertising of recent years (I am thinking specifically of three famous tv cigaret campaigns) has ridden their respective brands' shares down and down, until finally they were replaced.

Too bad there's such concentration on visibility, because the selling job is fascinatingly complex. You are advertising to a far more wary and enlightened prospect than advertising has ever matched swords with before. Today's consumer has been exposed to so much advertising in so many forms on so many media that he has become a "pro." He can spot the phony at a glance; he can tell in a flash whether your message has anything for him, and he has learned to make buying decisions on the run. How to nail such an agile and elusive target is one of the most exciting and profound studies of our day. Too bad we don't spend more time at it.

Bell System

Last month the Bell Telephone Co. displayed some of the rare old magic that has made their public relations series one of the most successful in all industry over the years. Of all our utilities, this is the one toward which the American people have the friendliest feeling, and advertising has helped make it so. Advertising of the type that shows this news photo of a robin nesting in an outdoor phone booth, with a temporary coinbox alongside, and a sign: "Bird nesting—please use other phone." N. W. Ayer's copy group wrote three lines of good copy, but needn't have. This is one picture that *is* worth 10,000 words. Copy points out for you bird lovers that "Mother and family (four) are doing fine." Art director, Howard Henry.

Bell System

Olin Mathieson

Another institutional effort is the one for Olin Mathieson, designed to simplify the name ("Call me Olin") and make the company's activities better known to the general public. This ad illustrates the company's Ramset tool that "shoots fasteners in steel with a powder charge." Phyllis Robinson's copy says that this "enables workmen to fasten ducts in a 50-story skyscraper (ordinarily an 8-week job) in three days." Her headline, "World's most amazing stick-up. Whodunit?" is a genuine stopper. Bob Gage of Doyle Dane Bernbach made the layout.

Curad Bandages

Both Bauer & Black and Johnson & Johnson are doing a fine job of advertising the new kind of bandage that doesn't stick to the wound. The latter says, "Open your eyes, Johnny . . . it's already off!" and that's good, but I like a little better the look of relief on the Curad moppet's face over Bill Jell's headline: "Didn't hurt a bit." His copy explains the phenomenon well. A Curad "can't tear open healing skin because loose threads can't get 'rooted' in the wound . . . A thin film keeps gauze threads from healing into the wound." Layout was Burnett's Theo Anema.

Coffee Bureau

An almost perfect ad is the one for Pan-American Coffee Bureau, because it combines an appeal to the emotions with one to the mind. The mood of the color photo by Fred Smith accurately mirrors the image of coffee: It is warm, friendly, intimate, *gemutlichkeit*, and appetizing. The theme is right and reasonable: "A little more coffee in your coffee means a lot more pleasure in your cup." Jim Jordan and Dennis Taylor's copy is a prose poem that ends: "Give it character. Bless it with strength. Get all the goodness coffee can give." An ad that brilliantly expresses the principle laid down in the opening paragraphs of this opus. Joe Tranchina was the art director. BBDO is the agency.

Coffee Bureau

Dansk Stainless

Easily the most memorable advertisement for flatware in recent years (the competition has been far from taxing) is this one that lays out the various pieces in an interesting pattern by Papert, Koenig & Lois' Kurt Weihs. Since the line's outstanding quality is its design, this is a very solid layout device. Each piece is numbered, which is a neat way of referring you to Rita Selden's text, which is a conversation piece in itself. "Designer Quistgaard shapes the dinner knife like a Viking oar . . . rounds the three-tined fork like a spoon. Notice how smoothly curves meet planes (Q. never uses a truly straight line)." The headline is a gem: "Dansk stainless (not shown: 11 museums, 4 medals, 22 fairs)." Copy, of course, explains that these designs are in the Louvre, etc.

Goetz Beer

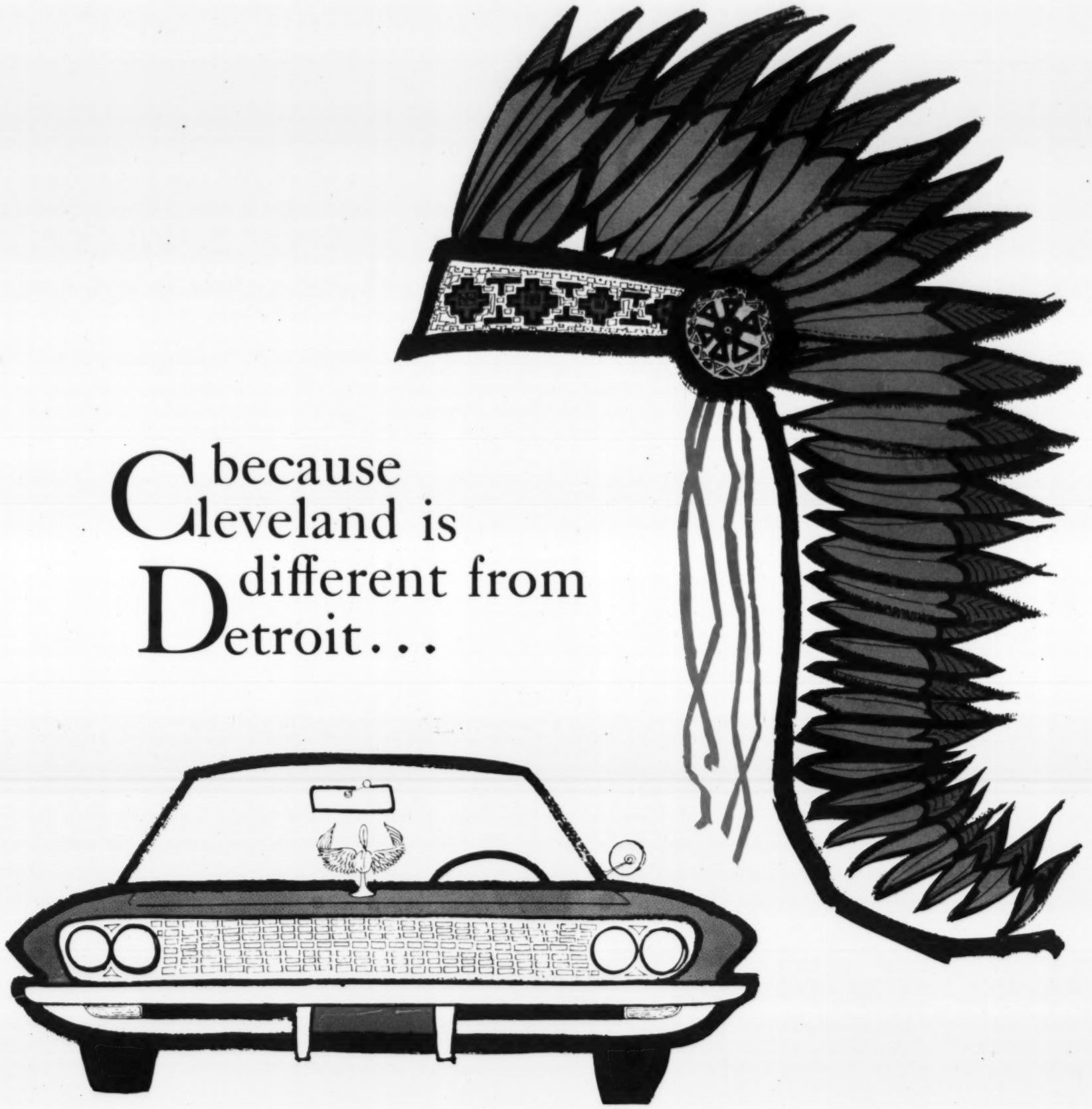
This Midwest label had been having some less-than-spectacular seasons until they hit upon a campaign idea which was locally tested and turned out to be a winner. The idea: "Not a blend, but a *straight* beer—100% Straight-Brewed from grain to glass," in the immortal words of George Filipetti's copy. The campaign rides, of course, on the coattails of the current whisky trend from blends to straights. Add to this the fact that this is an original and rather thought-provoking statement about beer, and you are apt to have a sell-

CURAD
Didn't hurt a bit
ONLY CURAD HAS TELFA PAD—
DOESN'T HURT WHEN YOU TAKE IT OFF
DOESN'T REOPEN THE WOUND
Try gentle Curad adhesive bandages soon!
KENDALL

Curad Bandages

Dansk Stainless

Goetz Beer

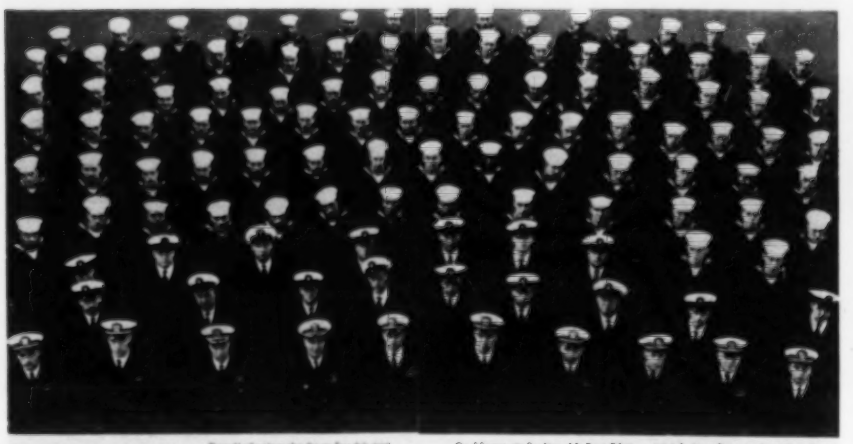


Cbecause Cleveland is Ddifferent from Detroit...

and because people are different in different markets . . . Storer programming is different! We put together a flexible format to fit the needs of each community . . . making it local in every respect. Result? WJW-TV now rates first* in Cleveland from sign-on to sign-off. WJBK-TV Detroit has the highest* share in any four station market . . . Further evidence that Storer quality-controlled, *local* programming is liked, watched and listened to. Storer Television Sales, Inc. has up-to-the-minute availabilities. ***Important Stations in Important Markets.***

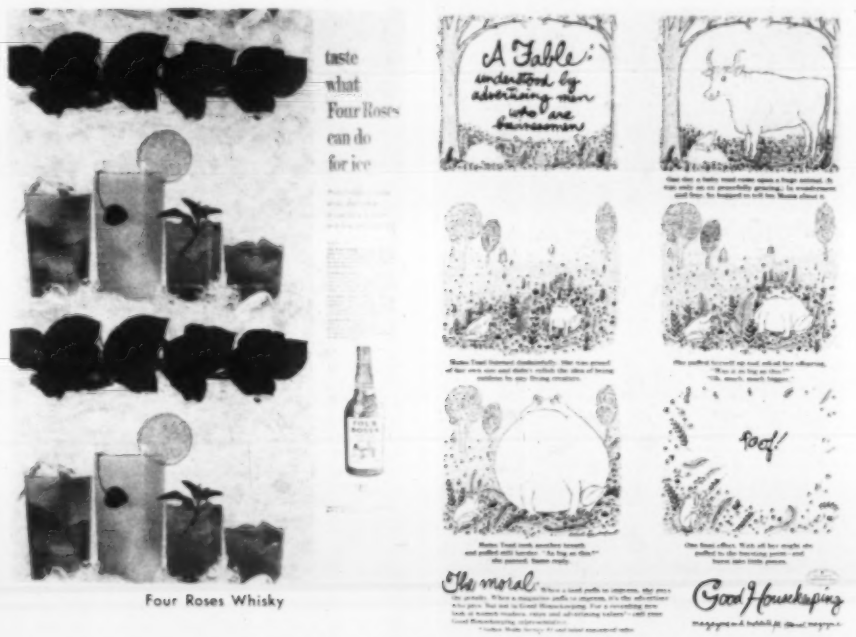
**ARB-July 1961*

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	WHEELING WWVA	TOLEDO WSPD	DETROIT WJBK	*STORER* BROADCASTING COMPANY
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	



All these men will disappear for two months

North American Aviation


taste what Four Roses can do for ice
A Fable: understood by advertising men who are businessmen
The moral
Good Housekeeping

Four Roses Whisky

Good Housekeeping

ing success on your hands. Agency is John W. Shaw; art director, Larry Kane.

Four Roses Whisky

The summer's best headline was Robert Skutch's of Young & Rubicam: "Taste what Four Roses can do for ice." Henry Quell's great layout laid red roses and mixed drinks on a background of blue-white ice cubes. No sickening liquor copy whatever. No description of the light-but-mellow-yet-rich-while-satisfying flavor. No talk about discriminating-connoisseurs, people-of-taste-and-knowledgability. Just four recipes for the drinks shown.

Good Housekeeping

While *McCall's* and *Ladies' Home Journal* engaged in their battle of numbers last month, the third member of the triumvirate scored with the brightest and certainly the best-humored ad of the entire Pier Six brawl. Titled, "A Fable understood by advertising men who are business men," by Ellington's Iris Litt, it tells the story in picture-book form of the baby toad who ran home to tell its mother of the huge ox. The mother, not to be outdone, started puffing herself up to ox-size, until she burst. "Moral: when a magazine puffs to impress, it's the advertiser who pays." A great ad. Fine layout by Ben Swedowski.

Spun-lo Panties

Maybe it's the warm weather, or possibly the extreme youth of your correspondent, but this column doesn't seem to be complete without a little—well, what recent letters-to-the-editor call bad taste, but what I call fine art. It's all in your point of view. Now, this panty ad you see here has been selected strictly for its selling sagacity. First and foremost, it focuses on the product itself, as you can plainly see. Next, it demonstrates the selling proposition: "We dare you to run these panties! (even with jagged jewelry)." Third, it includes the promise right in the signature: "Runproof Spun-lo Panties." Fourth, I like it. Norma Marmoci of Grey wrote it, and Joseph Cipolla was the art director.

North American Aviation

This ad was selected for its "stopping" quality alone. It is one in that long line of ads designed to draw attention to a defense supplier's contribution to some important achievement, in this case the Polaris. The headline and illustration all but guarantee at least cursory reading of the copy, so provocative are they. Idea was a joint effort of copy and art groups of BBDO's LA office.

Spun-lo Panties

On the Merchandising Front . . .

Outdated Ad Presentations to the Trade

By E. B. Weiss

At a recent meeting of the Grocery Manufacturers Assn., three problems were selected for discussion as having the most urgency.

Two of the three subjects had to do with a development that I have been debating in this column, in business addresses, and to which I devote a forthcoming deep study to be published by Doyle Dane Bernbach. That development involves the changing role of the salesman in our modern pre-sold brand and pre-sold corporate image society. (I have been pilloried, vilified and crucified for each and every one of my scores of predictions over the years, but never, never to the degree accorded this prophecy (about the waning role of the salesman in his traditional selling functions.)

E. B. Weiss

The members of the Grocery Manufacturers' Assn.—fortunately for me—agreed with my prophecy. Their conclusion was that the role of the salesman in the food industry is going through a true revolution—and this was one of the three subjects they discussed.

The second of the three subjects had to do with a development that I have discussed in this column several times a few years back. This involves the *declining* interest of the wholesale and retail trade in manufacturers' consumer advertising. And that gets back to the changing role of the supplier's salesman, as I will now proceed to explain.

■ This apparent trade *disinterest* in manufacturers' consumer advertising is not to be taken to mean that the distributing trade is not at all concerned with whether or not a manufacturer advertises. Not at all. But what is involved here is a trade attitude that sums up somewhat this way: "So you're advertising. *So what?* Aren't your major competitors advertising too?"

In brief, in those very merchandise classifications in which consumer advertising is backed by the most dollars, wholesalers and retailers have come to accept consumer advertising by the manufacturer as a now traditional and almost humdrum way of life. They might be quite disturbed if the advertising were suddenly to be eliminated. But they are mighty hard to excite over the details of what they consider to be "another" advertising program by a supplier.

■ This trade attitude is being strengthened by such developments as the following:

1. The trade's growing awareness that, in some merchandise categories, the shopper tends to consider *any* label to be a *presold* brand.

2. The shopper's rapidly growing willingness to accept one pre-sold brand or another in many merchandise classifications.

3. The emergence of the store-controlled and the wholesaler-controlled presold brand, many of which are more strongly advertised in the distributor's area than many manufacturer brands.

4. The growing awareness of the retailer that, under self-service, he can sometimes (not always, of course) move secondary brands, tertiary brands, even unadvertised brands as well as his own brands, without too much extra effort. The retailer knows only too well the selling potency of shelf location, shelf height, number of facings, etc., under self-service and he sometimes measures this factor against the potency of manufacturer's national advertising.

5. The realization by the trade that there are really few brands that have a truly powerful *national demand.* The trade knows that by far the majority of advertised brands have only consumer preference in varying degrees and/or consumer acceptance in varying degrees. The trade considers these to be relatively passive factors that can be swung one way or the other under self-service by in-store display, promotion, etc. The trade also knows that few brands occupy number one or number two position in *all* trading areas.

6. Then there is the fact that most large manufacturers advertise today.

7. Finally, it is true that so many competing pre-sold brands are so similar in construction, in value, in packaging that, in this shopper era of one-brand-or-another, the trade has regained a substantial degree of decision over which brands it will push.

This last point is the nub of the situation. Originally, advertising was presumed to hand over to the manufacturer the basic decision with respect to store display, etc. Today, the various factors I have enumerated have tended to return to the retailer the power of decision in this respect (always noting certain brand exceptions, of course).

■ Now the point that all of this reasoning leads to is that there has been *astonishingly little change* over the years in the manufacturer presentations of advertising programs to the trade!

Advertising portfolios circa 1961 bear a strong resemblance to advertising portfolios circa 1941. The *circumstances* under which these portfolios are shown have *revoluted*—the portfolios, themselves, have bearly *evoluted!*

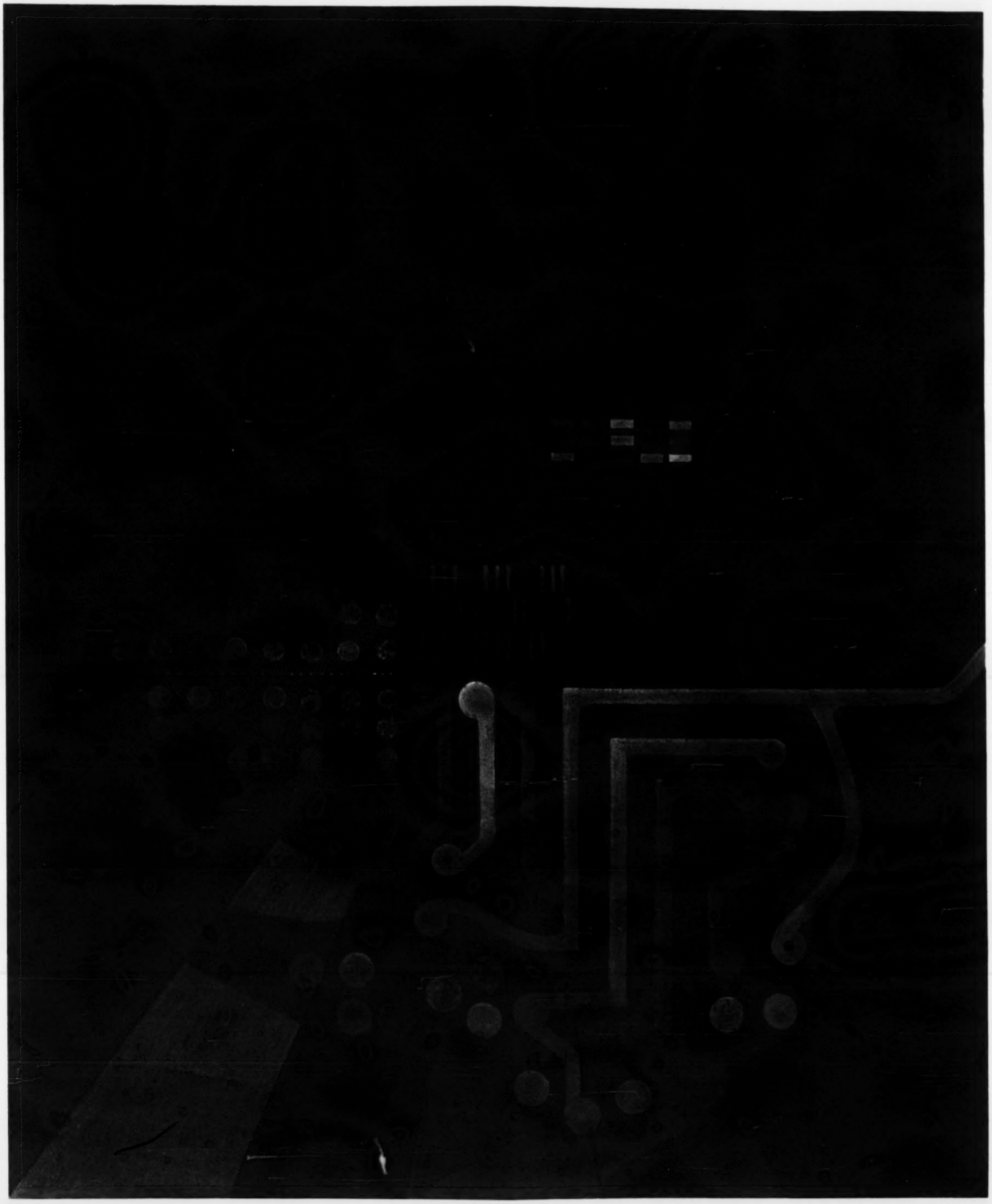
What is more, these trade presentations of consumer advertising tend not only to show little or no recognition of the changed circumstances I have outlined—but they show little or no recognition, also, of the fact that, in at least some instances, the retail executive to whom the advertising presentation is made may no longer be able to do much about it *even if he is deeply impressed* with the advertising presentation.

For example, in the food outlet, the manufacturer's salesman tends to see the buyer. (The salesman can rarely get into the meeting of the buying committee.) Yet the buyer in the food outlet makes fewer and fewer buying *decisions.* He makes more and more buying motions; merely *motions.* Consequently, the supplier's salesman tends to make a so-so advertising presentation to an individual who could do little even if the salesman made a topnotch advertising presentation.

■ This, therefore, brings me back to my newest crusade—my contention that the traditional role of the salesman exists, today, largely only in tradition. The salesman *definitely* has a role to play in most lines. But that role bears less and less resemblance to the role salesmen played even twenty years ago.

I propose hammering and hammering away at this basic concept because I firmly believe it is right—and of huge importance. Even though some sales executives label this contention as "stupid"—as did at least one sales manager—I will continue to marshal the facts, as I am doing here, to impress this trend on sales executive minds.

I doubt this will make me popular with some sales executives. But, then, I never figured myself as a potential winner of a popularity contest—any time, any place, anyhow! #



Industry of the magic electron. Young and vital. Operating at capacity to supply today's products. Growing for tomorrow's. Probing the vast unknown for new materials, methods and knowledge. **ELECTRONIC INDUSTRIES,** one of 19 Chilton business magazines, meets this many-sided editorial responsibility in a way which has earned outstanding acceptance from readers and advertisers alike. **CHILTON COMPANY,** Chestnut & 56th Sts., Philadelphia 39, Pa.

NON-TEASER—*The first non-teaser ad in WGN-TV's current push is the full page ad scheduled for Sept. 11 in three Chicago dailies.*

New ARB Study

Top 50 TV Markets in Homes Delivered

ARB ranks the top 50 TV markets as follows, based on homes delivered, 6:00 p.m. to midnight, Sunday through Saturday, ARB November 1960 and March 1961 nationwide sweep data combined:

New York	1
Los Angeles	2
Chicago	3
Philadelphia	4
Detroit	5
Boston	6
Cleveland	7
Pittsburgh	8
San Francisco	9
St. Louis	10
Washington	11
Dallas-Ft. Worth	12
Indianapolis	13
Seattle-Tacoma	14
Minneapolis-St. Paul	15
Buffalo	16
Baltimore	17
Kansas City	18
Cincinnati	19
New Haven-Hartford	20
Milwaukee	21
Portland, Ore.	22
Columbus, Ohio	23
Atlanta	24
Houston	25
Miami	26
Charleston-Huntington	27
Memphis	28
Albany-Schenectady-Troy	29
Grand Rapids-Kalamazoo	30
Syracuse	31
Providence	32
New Orleans	33
Dayton	34
Tampa-St. Petersburg	35
Denver	36
NASHVILLE	**37**
Charlotte	38
Louisville	39
Saginaw-Bay City-Flint	40
Sacramento-Stockton	41
Birmingham	42
Oklahoma City	43
Toledo	44
Wilkes Barre-Scranton	45
Omaha	46
Harrisburg-Lancaster-Lebanon-York	47
Tulsa	48
Johnstown-Altoona	49
Spokane	50

Is Nashville on your list?
It should be.

WLAC-TV CBS 5

WSIX-TV ABC 8

WSM-TV NBC 4

You get a lot to like in Nashville!

WGN-TV, Chicago, Bases Teaser Drive on Big 9

End of Campaign on Sept. 11 Will Uncover New Fall Programs

CHICAGO, Sept. 5—WGN-TV is conducting the biggest teaser campaign in this market since Capt. Folger brought his mountain of coffee to Chicago two years ago.

The entire campaign is built around the number 9. WGN-TV, which has Channel 9 here, is using skywriting, outdoor boards, newspaper ads and tv spots to publicize its new fall programming, which starts Sept. 11.

The push started Aug. 18 and will run until Oct. 16. A total of 1,500 "9s in the sky" are planned—30 a day during the week and 60 a day on weekends—with Skywriting Corp. of America, New York, handling the skywriting.

■ About 250 outdoor boards are being used. A series of 5, 10 and 20-second tv spots on WGN-TV, about 70 weekly, are running. In addition, small space newspaper ads—70-line and 168-line insertions—are appearing in the *Chicago Tribune*.

On Sept. 11, WGN-TV will run full-page ads in the *Chicago Sun-Times* and *Daily News* and the *Chicago Tribune*, which will end the teaser push and disclose some of the new programs which the station will be carrying this fall. Ads in the various media after Sept. 11 will promote specific shows on the station. Foote, Cone & Belding is the agency.

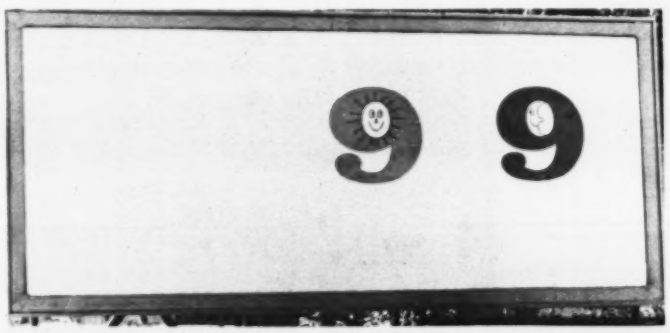
The outdoor campaign is being conducted in three stages. Initial boards carried a yellow 9 with a smiling sun in the center for the first 10 days. During the next 10 days, the posters carried a blue 9 with a smiling moon in the center next to the yellow 9. During the last ten days, the posters will carry a red 9 along with the other two, plus the copy, "Morning through night, there's more to see on WGN-TV, Channel 9."

■ WGN-TV will merchandise the campaign by sending miniature outdoor boards to all time buyers, to be followed up by ceramic ashtrays, bearing the final campaign message. The station also plans to send the time buyers a unique "paperweight 9-ball," which answers all questions put to it.

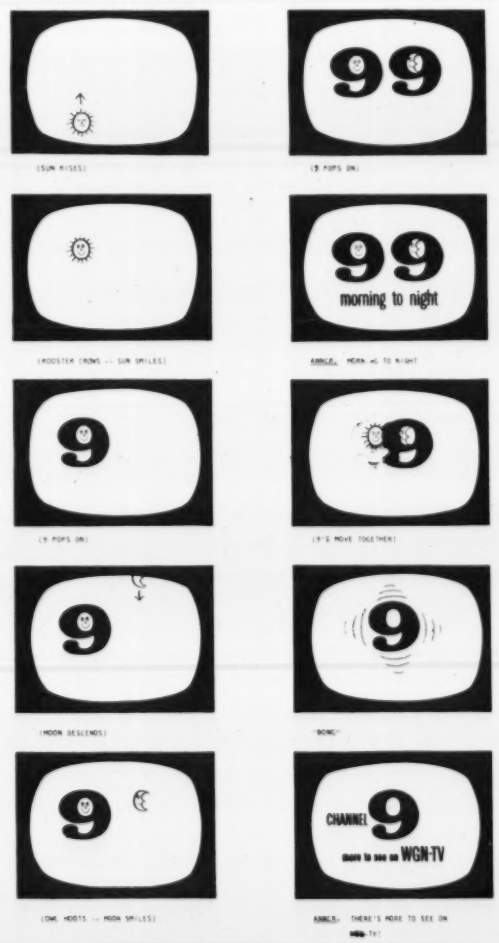
The station estimated that it will spend more than $100,000 on the two-month promotion, which does not include the tv spots on its own station. The teaser push is the largest ever conducted by WGN-TV, and is believed to be one of the largest campaigns ever run by a tv station. #

Berentson Williams Stinis Magruder Hanlon

SKYWRITING PUSH—*Four executives of WGN-TV and Foote, Cone & Belding talk over plans for the station's skywriting push with Andy Stinis, pilot, who works for Skywriting Corp. of America. The others are Ben Berentson, manager of WGN-TV; James Hanlon, promotion and research manager of WGN Inc.; and Richard Magruder, account executive, and Don Williams, copy director, Foote, Cone & Belding.*



SECOND PHASE—*This outdoor board carries the second phase of the current teaser push being run by WGN-TV, Chicago.*



TV SPOTS—*These are some of the tv teaser spots being run by WGN-TV in its current campaign.*

I teach you to paint in oils at home in 6 weeks . . . or less . . . regardless of talent!

My course is especially for the serious, mature beginner, who wishes to paint as a hobby or for profit but has postponed starting because of questions of talent or high costs. Well, here, at last, is a simple, clear, intimate and miraculously effective home study course for only $39.50, COMPLETE. For this, besides the course itself, you also get: (1) a year's help from my studio, through correspondence, (2) important student discounts on all materials and (3) a money-back guarantee that the course will REALLY teach you how to paint!

My students have fun with paint right from the start. Many make framable pictures halfway in the course. New, high visualization techniques developed here in my school, allow no failures. Extra strong on how to make COLOR your servant in LIVING.

Please do not send just for "further details". In fairness to you AND my course, I willingly and eagerly insist that you examine it before enrolling. Therefore, read the form below, then send it to me at once. Life is short; open it to the joys of painting today!

Paul Hartley

THE HARTLEY COURSE Westport, Conn. ADA-9

Please send me your painting course for a FREE NO OBLIGATION two week exam. You are to bill me ONLY if I keep it beyond this period. (Please print below)

Name ..... Occupation .....

Address .....

BIG RUN CATALOG PROBLEM? CALL CAREY

Carey can solve it—speedily, colorfully and economically. Our rotary printing, unique binding and paper facilities, plus round-the-clock operation, easily meet your deadline and budget requirements. Call Arthur Friedman, Sales Manager,

CHickering 4-1000

CAREY PRESS CORP.

Our 67th Year

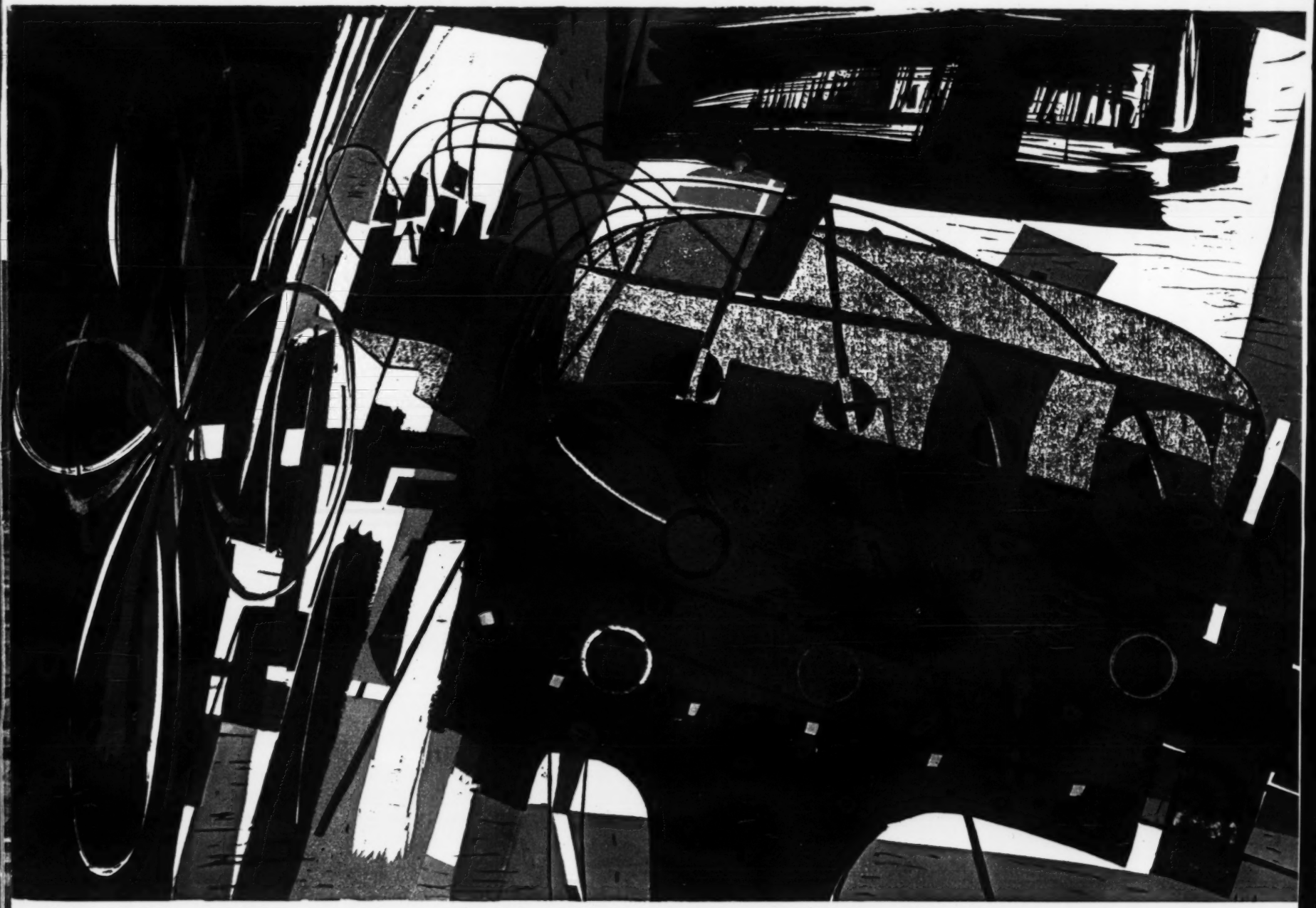
406 W. 31 St., N.Y. 1

WXEX-TV Shifts Three

Lawrence Slon has been named general sales manager of WXEX-TV, Petersburg-Richmond, in addition to his duties as assistant station manager. M. Larry Blum, formerly assistant local sales manager, has been appointed local sales manager. In the promotion department, Neil Kuvin, formerly assistant merchandising and promotion director, has been named promotion and merchandising director, replacing Robert J. Heller, who has retired from the station.

FREE-WHEELING CITY OF BRAINS AND BRAWN

Detroit . . . The Motor Capital. Birthplace of mass production. City with an infinite genius for mechanical "know how," for making anything-on-wheels better than anywhere else. The men in the drivers' seat? *Business Week subscribers . . . inheritors of a great industrial past, progenitors of a greater industrial future.*



A lithographed reproduction of this paper relief cut, "8-Cylinder Engine," by Edmond Casarella, size 22" x 15", is available when requested on your business letterhead.

E. Casarella

Detroit is pulsing with new business diversity. Its economic underpinnings are bedrock solid. Pick a few at random. General Motors Corporation (1044 Business Week subscribers), Bendix Aviation Corporation (310), Fruehauf Trailer (104) are titans of American transportation. Probe deeper. You'll discover that Detroit also produces drugs, office machines, copper, steel and tires. The city's big. There's room for more.

Business Week is the trusted economic barometer for this city of brains and brawn. It's here every week with fast, accurate business news and unbiased views to help guide management in shaping dynamic Detroit's future.

Your advertising in Business Week is news here, too. For Business Week directly reaches Detroit's industrial heart . . . the men in charge.

You advertise in Business Week when you want to influence management men

A McGraw-Hill Magazine
330 West 42nd Street
New York 36, N. Y.

PHOTO REVIEW OF THE WEEK

Pinsel Gair McCormick Gazlay

ON THE LAWN—*WBBM Radio, Chicago, originated several of its morning shows from poolside at the home of Mal Bellairs, WBBM broadcaster. Watching a safe distance from the water are Thierry McCormick, ad manager of Peter Hand Brewery, and Gerry Gazlay, of Batten, Barton, Durstine & Osborn. Mel Pinsel and Si Gair, of the WBBM sales staff, helped host the gathering.*

Donohue Tunnell Avedon

SUMMIT MEETING—*A Summit meeting may be little more than a party at New York's newest hotel. This one was a press showing of Alladin Plastics new chairs made from AviSun Corp.'s polypropylene. Present at the demonstration were Maryanne Donohue of McGraw-Hill; Bert Tunnell, AviSun account executive at Arndt, Preston, Chapin, Lamb & Keen; and Sam Avedon, president of Alladin.*

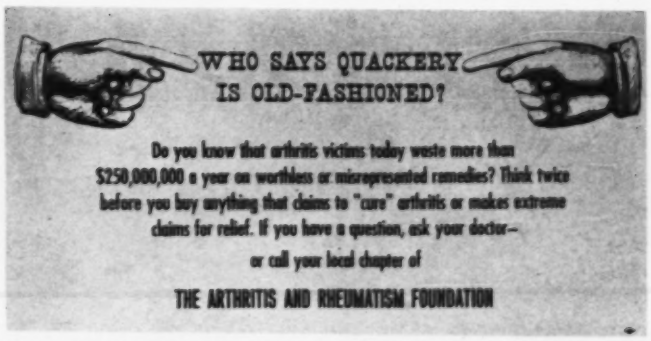
Murray Nash Coste

LUXURIOUS TASTE—*Denis Murray, ad sales manager for Holiday, presents Robert M. Nash, ad manager for Glenmore Distilleries' Kentucky Tavern bourbon, with a bound copy of the magazine in recognition of one of the largest drives ever initiated for the brand. John Coste, account executive at D'Arcy Advertising Co., New York, looks on. Theme of the campaign is "Nothing matches the rich, luxurious taste of America's best premium bourbon."*

LONG-PLAYING RADIO—*These scenes from a Westinghouse Electric Corp. commercial, to be aired Sept. 15 on a Benny Goodman special on NBC-TV, show how the company will put across the idea of the longevity of the batteries in its transistor radios. The teen ager is promised "1,600 pop tunes without changing batteries." The young man can listen to "21 baseball games, three hours each, without changing batteries." The skier is assured of four hours of playing a day on a 15-day skiing trip. Created by Grey Advertising, this commercial was taped at Videotape Productions of New York.*

Pettit Wiemers Schneider Dinnsen
Cech Hayes Richardson Ferguson Clarity

BOARD ON BOARD—*The board of directors of the Chicago Area Agricultural Advertising Assn. held its first meeting of the 1962 season aboard the ketch, Aukai, owned by the club's president, Joseph Pettit, International Harvester. Board members on board with Mr. Pettit are Dick Cech, Marsteller, Rickard, Gebhardt & Reed; Harold Hayes, Fuller & Smith & Ross; Bill Wiemers, Farm Journal; Sam Schneider, Crosley Broadcasting Corp.; John Richardson, Allied Mills; Bob Dinnsen, Oliver Corp.; R. C. Ferguson, Meredith Publishing Co.; and Jim Clarity, Midwest Farm Paper Unit.*


WHO SAYS QUACKERY IS OLD-FASHIONED?
Do you know that arthritis victims today waste more than $250,000,000 a year on worthless or misrepresented remedies? Think twice before you buy anything that claims to "cure" arthritis or makes extreme claims for relief. If you have a question, ask your doctor—
or call your local chapter of
THE ARTHRITIS AND RHEUMATISM FOUNDATION

SNARE AND DELUSION—*The Arthritis & Rheumatism Foundation is distributing this car card nationwide to warn the public of questionable cures and treatments. The foundation reported recently that victims are wasting $250,000,000 yearly on quackery.*

NEW FROM LANOLIN PLUS—*This straightforward television approach will be used to advertise the new cosmetics combination, Lips 'n Tips by Color Plus, starting Oct. 7. These pictures will be blended with the off-screen voice of a female announcer, who will extoll the "come apart" beauty set, with the "creamiest lipstick ever, and matching Color Plus, the miracle nail enamel and strengthener." Filmed by Elliot, Unger & Elliot, the minute commercial will be seen on "Saturday Night Movie" (NBC) and on 110-140 stations on a spot basis. Daniel & Charles is the agency handling the account.*

The Chicago Tribune reaches *Your kind** of people

If you're selling men's suits, you split a market into two kinds of people. Those who buy. And those who don't, can't or won't.

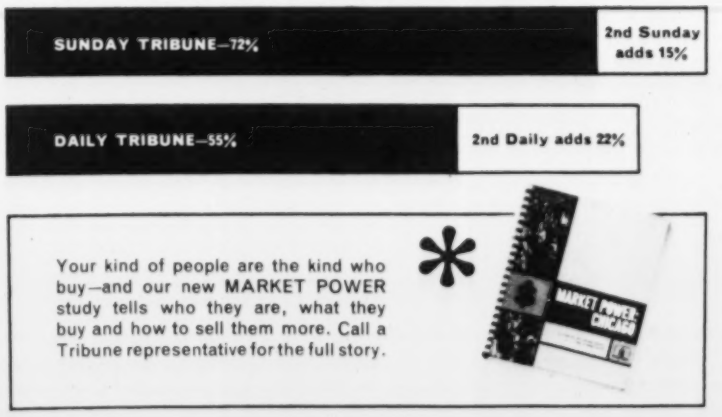
Your problem is how to reach more of the right kind. And in Chicago, that's easy. Most of them read the Tribune.

In city and suburban households, 72% of the men's suit buyers read the Sunday Tribune; 55% read the Daily Tribune.

Now maybe you sell sports cars, shoes or shrubbery instead of suits. It makes little difference. The Tribune will deliver a larger audience of actual buyers than any other Chicago newspaper.

To sell more to your kind of people—the people who buy—use the Tribune in Chicago.

HOUSEHOLD COVERAGE OF MEN'S SUIT BUYERS



Your kind of people are the kind who buy—and our new MARKET POWER study tells who they are, what they buy and how to sell them more. Call a Tribune representative for the full story.

More Readers...More Buyers...More Results

THE CHICAGO TRIBUNE

British TV Ads Near $250,000,000 in 1961, Nielsen's E. P. H. James Reports

Per Capita TV Spending in U. K. Now About 60% of U. S., He Tells AA

CHICAGO, Sept. 5—Television advertising expenditures in Great Britain will easily top $250,000,000 in 1961, according to E. P. H. James, vp of A. C. Nielsen Co., who has just returned from London.

He represented Nielsen television interests in England since February, 1959, as well as Nielsen's international partnership in West Germany, set up in preparation for an anticipated expansion in tv service there next year.

Last year, British commercial tv grossed $215,000,000, which was itself a big jump over 1959's $168,000,000. This 1959 figure was about 16% of the U. S. total of more than $1 billion, while 1960 expenditures rose to 18½% of America's approximate $1.2 billion. At this relative rate of growth, it would not be unreasonable to expect the 1961 U.K. total to hit close to 20% of U. S. tv volume, he believes. Since the U. S. population is more than three times as large as Great Britain's, the per capita British tv expenditures would be about 60% of those in the U. S.

■ Mr. James also points out that this revenue is carried over a mere dozen commercial tv stations, as compared with more than 500 in the U. S. With these few stations, commercial tv is now within reach of more than 95% of Britain's population. So far, there is no commercial competition for viewers.

Mr. James—known to his intimates as Jimmy James—is well qualified to comment on the British advertising and broadcasting scene. Born in England, his first job was with a British agency, Nash & Alexander. He came to the U. S. in 1926 and got a job as a copywriter with Lambert & Feasley, working on Listerine toothpaste. In 1927 he joined the infant National Broadcasting Co. as sales promotion manager. It was at NBC that he had his first experience in audience research. In 1935 he set up that network's first television advertising task force. He left NBC in 1942 to join the U. S. Army Air Force, and on his return to civilian life in 1945, joined Mutual Broadcasting System. He joined Nielsen in 1954.

■ Mr. James said that in over-all effect there is little difference between commercial television in this country and commercial television in Britain. A viewer of programs in both countries would probably see little if any difference. He would see some of the self-same shows, in fact. Even the commercials are very much alike, and several of the same advertisers who dominate the screen here are dominant there, especially in the soaps and detergents category, which are most advertised.

He said that among the differences between British and U.S. tv, only one might be noticeable, and that is the fact that there are no sponsors of whole shows. A program labeled "Alcoa Presents" or the "U.S. Steel Hour" would not appear on the Britisher's screen. The programs are put on by the station, which decides when and where the advertising breaks will go. Also, no program talent can appear in commercials, thus barring any British counterparts of Arthur Godfrey or Garry Moore. Advertising on British television is limited to an average of six minutes per hour, he said, with up to seven minutes per hour allowed in peak viewing periods.

■ In England, commercial or "independent" television (usually called ITV for short) is under the control of the Independent Television authority, which, like BBC, is a government constituted body with considerably autonomy under certain basic ground rules.

So far as research goes in the British Isles, Mr. James explained that the Television Audience Research Advisory Committee (TARAC) a group formed by the advertising agencies' central body, the IPA, made a five-year contract with Television Audience Measurement (TAM). This is recognized as the "industry" audience measurement service and is used by advertisers, agencies and program contractors as the basic source of audience information. TAM is a wholly-owned subsidiary of United Broadcast Audience Research Ltd., which is owned jointly by Nielsen and the Attwood Companies of London.

■ Mr. James' experiences with German television came about as a result of his helping set up a German operation—Infratam—in anticipation of demand for a metered audience research next July when additional transmitters, effectively doubling time available for commercial television, will have gone into action.

He said the story of television in West Germany is largely different to that in Great Britain, with some noticeable similarities, however. The television transmitters are owned and controled by the Post Office. Although the transmitters and the lines supplied to connect them are constructed by the federal government, the transmitters are leased to the individual German states, which operate the stations.

At present, only one service operates within each state so that, except at overlap areas, Germans can get only one program on their sets. Although the transmitters are interconnected, commercials are all inserted regionally. Commercials are allowed on German television only from 6:30 p.m. to 8 p.m., and only 12 minutes total commercial time is permitted in that span. After 8, tv is free of any advertising. During the commercial time, programs are of the popular entertainment type; after 8, the programs are much like the BBC cultural programs in England.

■ Because of the limited amount of time available to advertisers, with each station having a long waiting list, there has been much agitation from advertisers for more commercial time, Mr. James said. Even with the limited tv available, some 15% of German advertising now goes into television, according to estimates recently received from Germany.

The West German federal government proposed to set up a network controled by itself, but the German supreme court said that this is unconstitutional. However, in the meantime, the Post Office has built more transmitters to carry this federal network. As a result, the new transmitters will be turned over to the states to be used for second stations and it is expected that they will be operated in the same manner as the first stations, although this hasn't been settled as yet.

Because the state-operated stations are non-profit, the surplus revenue from license fees and advertising has been going to the ministries of culture in each state to support ballet, symphonies and other cultural events for the public. The fact that the states may have to use that surplus revenue to help operate the second station may create a stimulus for them to make more commercial time available to get extra revenue for the ministries of culture.

■ Meanwhile, there is not much demand for continuous tv audience research since there is so little commercial time. But against the day the commercial time is available and the demand develops, Nielsen is ready with Infratam. At present, Nielsen is operating a pilot meter operation in Cologne.

Mr. James said that German advertisers and agencies are much like those in the U.S. and England, with names like Lever, General Foods, J. Walter Thompson and McCann-Erickson much in evidence.

However, he says, the German market differs in several important respects. For one thing, there are few national brands, and regional brands tend to proliferate. For example, there are hundreds of cigaret brands in Germany (perhaps up to as many as 500), which are distributed regionally, each region having its favorite.

NIELSEN CHECKS APPLIANCE SALES

CHICAGO, Sept. 5—A. C. Nielsen Co. has expanded its activities and has entered the appliance field, where it currently is involved in checking the sales of high-traffic and major appliances.

The company told ADVERTISING AGE that it was checking several kinds of appliances for several clients but declined to name the companies. Nielsen declined to comment on a report that one of its clients was Sunbeam Corp.

■ Nielsen said it was "exploring" several methods of checking appliance sales, and added that this area of its business was very new and it had only been doing field work for three or four weeks. "We are serious about getting into the appliance field and have commitments on projects for many months," the company said. "However, there are many details which must be ironed out in future months."

Dave Davies, veteran Nielsen executive, has been placed in charge of appliance activities. Nielsen has not yet established a special division or unit to handle the appliance work. #

Detroit Marketers Elect Robert Loepp President

Robert A. Loepp, assistant advertising and sales promotion manager, I-T-E Circuit Breaker Co., a BullDog Electronic Products division, has been elected president of Industrial Marketers of Detroit, local chapter of the Assn. of Industrial Advertisers.

Other new officers are James E. Jones, coordinator of merchandising & distribution, advertising division, Burroughs Corp., 1st vp; James R. Gentile, D. P. Brother & Co., 2nd vp; Marvin E. Olson, district manager, *New Equipment Digest*, 3rd vp; Wallace K. Ponder, associate district manager of McGraw-Hill Publishing Co., secretary; and L. L. Druckenmiller, director of research of Ross Roy-BSF&D, treasurer.

Maco Moves, Boosts Levy, Plans New Magazine

Maco Magazine Corp. has moved its editorial offices to 156 E. 52 St., New York. The company plans to increase its publishing schedule during the coming year and has announced plans to publish a new quarterly, *Young Beauty & Hair Style*.

Arthur T. Levy, sales promotion manager and circulation director of Maco, has been elected vp.

Gardner Joins Anderson

Steve Gardner, formerly with Beckman-Koblitz Advertising, has joined Anderson-McConnell Advertising, Los Angeles, as an account executive.

Campbell-Mithun Names VP

Harry M. Johnson, media director of Campbell-Mithun, Minneapolis, has been elected vp of the agency.

New ARB Study

Top 50 TV Markets in Homes Delivered

ARB ranks the top 50 TV markets as follows, based on homes delivered, 6:00 p.m. to midnight, Sunday through Saturday, ARB November 1960 and March 1961 nationwide sweep data combined:

New York	1
Los Angeles	2
Chicago	3
Philadelphia	4
Detroit	5
Boston	6
Cleveland	7
Pittsburgh	8
San Francisco	9
St. Louis	10
Washington	11
Dallas-Ft. Worth	12
Indianapolis	13
Seattle-Tacoma	14
Minneapolis-St. Paul	15
Buffalo	16
Baltimore	17
Kansas City	18
Cincinnati	19
New Haven-Hartford	20
Milwaukee	21
Portland, Ore.	22
Columbus, Ohio	23
Atlanta	24
Houston	25
Miami	26
Charleston-Huntington	27
Memphis	28
Albany-Schenectady-Troy	29
Grand Rapids-Kalamazoo	30
Syracuse	31
Providence	32
New Orleans	33
Dayton	34
Tampa-St. Petersburg	35
Denver	36
NASHVILLE	**37**
Charlotte	38
Louisville	39
Saginaw-Bay City-Flint	40
Sacramento-Stockton	41
Birmingham	42
Oklahoma City	43
Toledo	44
Wilkes Barre-Scranton	45
Omaha	46
Harrisburg-Lancaster-Lebanon-York	47
Tulsa	48
Johnstown-Altoona	49
Spokane	50

Is Nashville on your list?
It should be.

WSIX-TV ABC 8

WSM-TV NBC 4

WLAC-TV CBS 5

You get a lot to like in Nashville!

NEW LONDON $7,064 Retail Sales Per Household

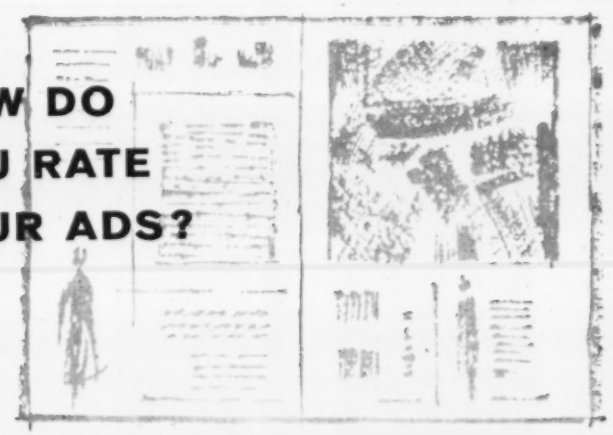
It's a fact . . . New London ranks 2nd among all major Connecticut cities in retail sales per household*. One reason why: It has the highest weekly earnings of any labor district in the State. And THE DAY gives you 90% ABC City Zone coverage with just one buy!

*SM '61 Survey

The Day

NEW LONDON, CONNECTICUT

National Representatives:
JOHNSON, KENT, GAVIN & SINDING, INC.



ACB Position Reports

When you have an extra-important advertising schedule release for Newspapers and "position" of ad on printed page is of vital importance—how do you know you're getting the position you require? ACB offers a special "Position Report" service to handle such checking jobs completely—collecting the ads—preparing a report showing position, and then gives each ad its proper Rating and Summary. It has proved a valuable service for many agencies.

We read every daily newspaper advertisement

ACB THE ADVERTISING CHECKING BUREAU, INC.

NEW YORK, 353 Park Avenue South • CHICAGO, 18 South Michigan Avenue
MEMPHIS, Tenn. • COLUMBUS, Ohio • SAN FRANCISCO, 51 First Street

Send today for descriptive material and free catalog.

The Progressive Farmer is

THIRD

IN ADVERTISING LINAGE

among monthly magazines†

The PROGRESSIVE FARMER, the Nation's No. 1 Farm Magazine in advertising linage, also ranks high among all monthly magazines in advertising volume. Only two other monthly magazines of more than a million circulation carried more advertising linage during the first six months of 1961 than The Progressive Farmer.

THE TEN LEADING MONTHLY MAGAZINES† IN ADVERTISING LINAGE	JANUARY-JUNE 1961
SEVENTEEN	438,405
McCALL'S	368,754
The Progressive Farmer*	**284,767**
LADIES' HOME JOURNAL	274,046
BETTER HOMES & GARDENS	251,557
GLAMOUR	237,088
GOOD HOUSEKEEPING	210,797
SUCCESSFUL FARMING	192,197
FARM JOURNAL	184,280
FIELD & STREAM	172,931

†Of more than a million circulation. *Average all editions. Source: Advertising Age.

THE HIGH RANK awarded The Progressive Farmer by alert advertisers and their agencies indicates the importance of the farm market in general and the *rural* South in particular. Note that the top ten monthly magazines also include two other farm magazines. Make sure that enough of your advertising is going into the prosperous farm market . . . and remember that The Progressive Farmer is the *No. 1 Buy* in the farm magazine field.

5,785,000 Readers in the 16 Southern States

THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS • NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

Noroton Names Agency

Noroton Publishing Co., Noroton, Conn., a religious mail order company, has named Allston, Smith & Somple, Greenwich, to place advertising for its Life Study Fellowship, effective Sept. 15. The account, which bills around $100,000, has been handled by Reuben Barkow Advertising, New York. It has used newspapers in major markets and magazines.

Ledin Joins Gould, Brown

Ralph R. Ledin has joined Gould, Brown & Bickett, Minneapolis, as head of the art department. Mr. Ledin was formerly executive art director of Minneapolis-Honeywell Regulator Co.

Goodrich Boosts Wojno

B. F. Goodrich Co., Akron, O., has appointed Walter T. Wojno advertising services administrator. Mr. Wojno was formerly supervisor of advertising production of the company's tire division.

WGN is #1

From 6 a.m. to 12 midnight, Sunday through Saturday, WGN reaches more Midwest homes in the average quarter-hour than any other Chicago station. (Chicago Nielsen Station Index, June-July, 1961, report.)

63,400 homes reached in the average quarter-hour—a 30 per cent increase over previous report.

From this clear-cut and indisputable first position we salute all media buyers with a job to do in the nation's second largest market!

WGN-Radio in Chicago

No. 1

First in sound!
First in service!
First in sports!

★ ★ FIRST! ★ ★

Chicago's Quality Radio Group station

Bridsall Grace Nelson Hoffman Collier Tarantino Jewell Nichols

INTERNATIONAL AD LIBRARY—*Discussing the establishment of an International Advertising Library at the World Trade Center in San Francisco, established by the San Francisco Port Authority and California's governor, are members of the library committee: Frank A. Birdsall, Gotham-Vladimir Advertising; Glynn Grace, Johnson & Lewis; John Nelson Jr., Cunningham & Walsh; Eugene Hoffman, American President Lines and chairman of the committee; Charles W. Collier, Advertising Assn. of the West; Joseph Tarantino, World Trade Center Authority; Ray Jewell, California Prune Advisory Board; and Mrs. Jeanne Nichols, librarian of the World Trade Center Libraries.*

Goodyear Names Kelley to Succeed Zonsius

Goodyear Tire & Rubber Co., Akron, has appointed John P. Kelley director of advertising, succeeding K. C. Zonsius who is retiring. Mr. Zonsius will serve as advertising consultant to Goodyear until Aug. 1, 1962.

K. C. Zonsius John P. Kelley

Mr. Kelley was formerly assistant director. Prior to joining Goodyear, Mr. Kelley was president of Mumm, Mullay & Nichols, Columbus.

Lippincott Names Levitt

Theodore Levitt, a member of the faculty of Harvard University Graduate School of Business Administration, has been appointed a member of the plans board of Lippincott & Margulies, New York, design and marketing consultant, in addition to his Harvard duties.

Enyart & Rose Adds Two

Heftler Construction Co., Beverly Hills, and Lane Playing Card Co., Los Angeles, have appointed Enyart & Rose Advertising, Los Angeles, to handle their advertising.

Grant Joins Paul Berry Co.

Bill Grant, formerly a free lance artist, has been appointed art director of Paul Berry Co., Dallas agency.

Ads Use Bucks County Atmosphere, Noted Folk to Sell Industry Prospects

DOYLESTOWN, PA., Sept. 5—The Bucks County Industrial Development Corp. has been using prominent Bucks County residents—such as novelist James A. Michener—in an ad campaign to attract new industry to the area.

With the advantage of its natural beauty and art colonies, plus its prime location in the East's industrial complex, Bucks County, through the development corporation, wanted to promote its individuality with advertising as unique as the county itself.

"If any development group could sign our advertising—then it just isn't the advertising for Bucks County," decided Gordon R. Exley II, executive director of the corporation.

Accordingly, with Maxwell Associates, of Bala-Cynwyd, Pa., the agency, a "captivating contrast" theme was evolved in 1959. This features contrasting local personalities in typical Bucks County settings, balancing the artistic charm of the county with its new industrial business climate.

■ The newest ad in the series, appearing in the September *Fortune*, features author James A. Michener and Ronald O. Beach, president of Schulmerich Carillons, famous for its electronic bell systems. In the ad they are named "Mr. Words" and "Mr. Music."

Photographer George Faraghan shot several dozen front poses of the two men, then took a shot as they were walking away from camera. The latter became the favorite of both client and agency, and, with the consent of Messrs. Michener and Beach, appear with small pictures at the bottom of the ad, identifying the men.

Other ads feature other local personalities—Paul "Pops" Whiteman and J. W. Crosby, president of Thiokol Chemical Corp. ("Mr. Sound" and "Mr. Fury"); Japanese architect and furniture designer George Nakashima ("Mr. Wood") and U. S. Steel Vice-President George Burnham IV ("Mr. Steel").

WORDS & MUSIC—*This page b&w bleed ad running in the Sept. issue of Fortune is part of Bucks County Industrial Development Corp.'s "Captivating Contrast" series. The ad pictures author James A. Michener and Ronald O. Beach, president of Schulmerich Carillons, manufacturer of electronic bell systems, who are called Mr. Words and Mr. Music. The series, featuring well known Bucks County residents, is prepared by Maxwell Associates, Bala-Cynwyd, Pa.*

■ The ads normally are b&w bleed pages in *Fortune* and are resized for the *Philadelphia Inquirer's Delaware Valley Supplement*. Reprints are used as direct mail pieces.

The hex sign has been used as the signature on all advertising by the Bucks County group. #

Mutual Promotes D'Antoni

Philip D'Antoni, formerly manager of the eastern sales division of Mutual Radio Network, New York, has been named general sales manager of the network. He replaces Frank Rogier, who will return to the Thermo-Fax division of Minnesota Mining & Mfg. Co., Mutual's parent company.

FRED COE PRODUCING SELZNICK CLASSICS FOR COLOR TV!

Fred Coe joins the trend to Color TV with "Theater '62", a live series of full-hour dramatizations of David O. Selznick screen classics. Get the full story about the trend to Color today. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, New York, Tel: CO 5-5900

New Law May Give Anti-Trust Immunity to Sports Telecasts

WASHINGTON, Sept. 5—Favorable congressional action is expected soon on legislation to give anti-trust immunity to sports leagues which want to negotiate package contracts with television networks.

Pressure for action this session came after a federal district court in Philadelphia ruled that tv arrangements of the National Football League involve violation of an old anti-trust degree.

Bills to let leagues negotiate package arrangements with tv networks were before the Senate and House judiciary committees last week. National Assn. of Broadcasters opposes the legislation as a restriction on the freedom of broadcasters, but spokesmen for football and other sports warn that fans will be upset unless existing arrangements can be continued.

Pete Rozelle, commissioner of the National Football League, told the House judiciary committee networks will only telecast the strong teams unless a package contract is continued.

"I don't think I have to tell this committee what the response of fans in Green Bay, Minneapolis-St. Paul, Dallas, St. Louis, Detroit, and even such cities as San Francisco and Philadelphia, will be when they will no longer be able to follow the road games of their home teams on television," he said.

■ Similar legislation has bogged down in the past in debates over the amount of anti-trust immunity which should be allowed. During last week's discussions compromises were reported under consideration which would limit the legislation to television rights and would provide that package contracts be available on a competitive bid basis, open to all networks and sponsors. #

Ruder Advances in Commerce Department

William Ruder, chairman of the board of Ruder & Finn, New York pr organization, has been promoted to the post of Assistant Secretary of Commerce for administration and public affairs. Mr. Ruder has been serving since March, 1961, as special assistant to the Secretary of Commerce, in charge of the department's public relations activities. The new position is a Presidential appointment, and is subject to confirmation by the Senate.

Since his arrival here in March, Mr. Ruder has directed an extensive revision and expansion of the Commerce Department's publications and information program. He has worked closely with the department's advertising industry advisory committee, and with the Advertising Council. He has had an influential role in planning the department's new program for the promotion of overseas tourism.

Meyer Joins Torbet, Allen

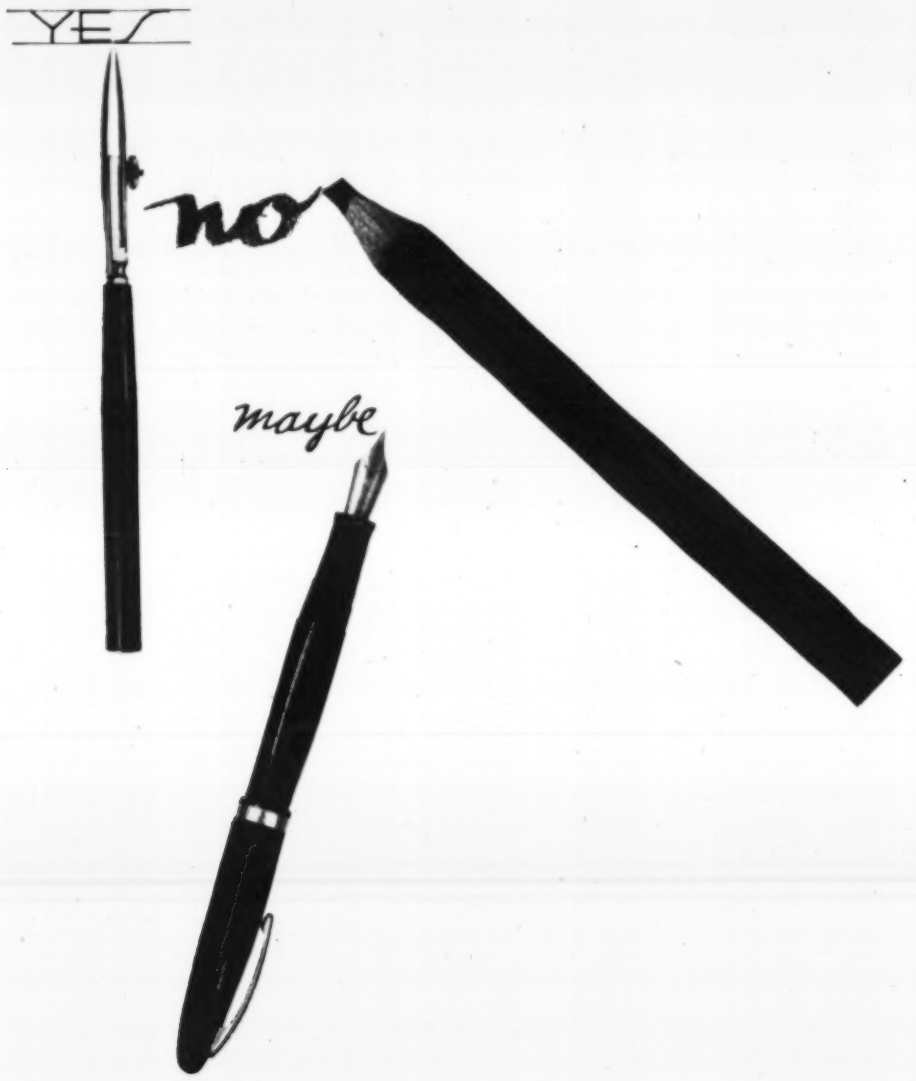
Bill Meyer has joined the sales staff of Torbet, Allen & Crane, Los Angeles. Prior to joining Torbet, Allen, Mr. Meyer was with KALL, Salt Lake City, and Dennis Merchandising Corp.

Ted Bates Elects Two VPs

Paul W. Moseley, account supervisor for Boyle-Midway, and Arnold J. Deutschman, account executive for Whitehall Laboratories, have been elected vps of Ted Bates & Co., New York.

Keller to Gordon & Burton

Paul A. Keller, formerly an associate art director for McCall Corp.'s pattern division, has joined Gordon & Burton Associates, Newark, as art director.



AND THEN THEY CHOSE THE DOORKNOBS

Buildings don't come from back-slapping committees generating only sweetness and light. Neither do decisions about which products to use.

The men who really forge these decisions are the men who fight for their ideas and beliefs—and then compromise, intelligently, when a greater good is served. These are the men who must be sold—architect-engineers, contractors and clients—and sold on the basis of their joint interests, as well as their individual interests.

Architectural FORUM helps these men make decisions because FORUM, too, is a fighter for the things it believes in*—and is able to balance the individual interests of architect, client and contractor in a way that best serves their joint interests. This is part of FORUM's essential difference—a difference which will help you sell your products to the men who make the buying decisions in building. FORUM has more of these men among its audience than any other magazine; its circulation, including architects, contractors and clients, is 62,000, largest in the field... by far.

*FORUM alone in its field publishes an editorial page, takes a firm stand on subjects of vital interest to the industry—and often to America. FORUM regularly publishes architectural criticism. And FORUM consistently promotes far-reaching new ideas in building design, construction and economics.

FORUM: essentially different—for readers... and for advertisers.

Storer Adds Film Series

Storer Programs, New York, has acquired its second program for distribution on the tv circuit. "Men of Destiny," featuring Bob Considine as host, will be offered on a syndication basis. The new Storer Broadcasting subsidiary already distributes "Divorce Court," a tape series.

Worthington Boosts Gerbereux

Vincent deP. Gerbereux, formerly general manager of Worthington Corp.'s Standard Pump division, East Orange, N.J., has been promoted to the new post of director of marketing services for the corporation, headquartered at Harrison, N.J.

Spar-Kleen to Spitz Agency

Spar-Kleen Products, Skaneateles, N.Y., has appointed Spitz Advertising Agency, Syracuse, to handle advertising for S-K Oven Cleaner, a new product to be test-marketed in the Syracuse area and in Norfolk, Va.

New ARB Study

Top 50 TV Markets in Homes Delivered

ARB ranks the top 50 TV markets as follows, based on homes delivered, 6:00 p.m. to midnight, Sunday through Saturday, ARB November 1960 and March 1961 nationwide sweep data combined:

New York	1
Los Angeles	2
Chicago	3
Philadelphia	4
Detroit	5
Boston	6
Cleveland	7
Pittsburgh	8
San Francisco	9
St. Louis	10
Washington	11
Dallas-Ft. Worth	12
Indianapolis	13
Seattle-Tacoma	14
Minneapolis-St. Paul	15
Buffalo	16
Baltimore	17
Kansas City	18
Cincinnati	19
New Haven-Hartford	20
Milwaukee	21
Portland, Ore.	22
Columbus, Ohio	23
Atlanta	24
Houston	25
Miami	26
Charleston-Huntington	27
Memphis	28
Albany-Schenectady-Troy	29
Grand Rapids-Kalamazoo	30
Syracuse	31
Providence	32
New Orleans	33
Dayton	34
Tampa-St. Petersburg	35
Denver	36
NASHVILLE	**37**
Charlotte	38
Louisville	39
Saginaw-Bay City-Flint	40
Sacramento-Stockton	41
Birmingham	42
Oklahoma City	43
Toledo	44
Wilkes Barre-Scranton	45
Omaha	46
Harrisburg-Lancaster-Lebanon-York	47
Tulsa	48
Johnstown-Altoona	49
Spokane	50

Is Nashville on your list?
It should be.

WSM-TV NBC 4

WLAC-TV CBS 5

WSIX-TV ABC 8

You get a lot to like in Nashville!

A LA SEVENTEEN—*Typical of the advertisers with special ads for the teen age book is Chanel. The Seventeen approach (left) contrasts with a Chanel ad in Mademoiselle and Glamour. Both ads are in September issues.*

'Seventeen' Is 17; It's 162 Pages Big This Month

NEW YORK, Sept. 6—*Seventeen* is 17.

The magazine that was spawned in the belief that the spritely, flighty, dating, telephone-lovin' adolescent down the block, is an advertiser's separate and cash-carrying market, has seen its dream come true.

The first issue 17 years ago sold for 15¢, had 400,000 readers, an income of under $30,000, and 108 advertisers in 44 pages. There are 24 of these accounts still with the publication, including Ar. Winarick; Revlon; Chesebrough-Pond's; Revlon; Max Factor; Jonathan Logan; Carter Products; Olympic Knitwear; Saks Fifth Ave.; Tampax; three movie studios; and others.

At the end of its first full year, *Seventeen* had a volume of $1,513,126 and ran 1,137 pages. In 1960, 1,444, but the increased 1,150,000 circulation brought in $7,310,736 in revenue. And *Seventeen* allows that it has carried more linage for the past eight years than any other women's monthly.

■ The 162 pages in the September birthday issue is the largest in 14 years, and contains the most four-color advertising ever.

seventeen
OUR 17TH BIRTHDAY JUBILEE!
SPECIAL OFFER EIGHT FAMOUS PERFUMES
SPECIAL FASHION ★★★ MOON-KISSED BLUES
SPECIAL GUEST TROY DONAHUE
SPECIAL SONG ★★★ BY JULE STYNE
PLUS THE TEEN SCENE, 1961

FIRST AND LAST—*The inaugural cover of Seventeen, then 15¢, is contasted with the latest cover of the 50¢ magazine.*

THEN AND NOW—*Business paper advertising by Seventeen has also undergone an evolution. The 1946 Teena ad discusses 6,000,000 teen agers and the magazine's 800,000 circulation. Current promotion tells of a booming 9,750,000 teen age girls' market and Seventeen's 1,150,000 circulation.*

BOSTON STATION SCHEDULES 16 COLOR PROGRAMS A DAY!

Station WHDH-TV has lined up a full schedule of live shows, feature films, and cartoons for the Fall Color TV season. Coast-to-coast, Color is the trend. Are you with it? Get the full Color story from: W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Plaza, New York 20, New York, Tel.: CO 5-5900

It may have been news back in the 1944 World War II days, but there is no longer any question about the teen age girls' vitality at the cash register. Some retailers are even experimenting with teen-age charge accounts.

Seventeen says that while they represent only 10% of the total female population, teen girls have a $5 billion annual income and account for 20% ($3.2 billion) of total women's apparel and footwear sales and 25% ($300,000,000) of women's toiletries and cosmetics sales.

■ While *Seventeen* was heavily a fashion-retailing and cosmetics advertisers book in its early days—and still ranks high in that category—service and miscellaneous advertising have increased and the magazine reports it is now first in luggage, diamond ring and silverware linage. Liquor and cigaret ads the pages were about the same, are not accepted but the publication does run coffee and tea advertising and last year garnered its first automobile account.

In 1944, the magazine found there were about 8,000,000 girls between the ages of 13 and 19; today this group numbers 10,250,000 and by 1970 this segment of the population is expected to hit 13,000,000. #

Reeves Soundcraft to Launch Magazine Campaign for Tapes

Reeves Soundcraft Corp., New York, will launch a new magaine campaign running September through December 'round the theme, "If you believe that all recording tapes are the same . . . read these facts about Soundcraft tapes!"

Page ads prepared by Wexton Co. have been scheduled for publications such as *Audio, Electronics World, High Fidelity, Hi-Fi Stereo Review, Playboy, Popular Electronics, Tape Recording,* and *The New York Times Magazine.*

DuMont Adds Two VPs

DuMont Emerson Corp., marketing subsidiary of Emerson Radio & Phonograph Corp., Jersey City, has named two new vps. They are George Cohen, formerly director of sales for the DuMont division, as marketing vp, and George Hakim, previously western regional sales manager, as vp in charge of DuMont sales.

Wolf Publications to Byrde

Byrde, Richard & Pound, New York, has been named to handle advertising and promotion for Wolf Business Publications, New York, publisher of *Reproductions Review* and *Reproduction Reference Guide.*

Hauserman Names Miller

David S. Miller, formerly vp, marketing, with Kawneer Co., Niles, Mich., has been named to the new position of vp of marketing, with E. F. Hauserman Co., Cleveland.

Coming Conventions

(Listed Alphabetically)

*Indicates first listing in this column.

Advertising Federation of America, regional conferences: 10th district, Tulsa Mayo Hotel, Tulsa, Sept. 22-24; 7th district, Jackson, Miss., Oct. 8-10; 3rd district, Jack Tar Hotel, Durham, N.C., Oct. 19-21; 2nd district, Hotel Hershey, Hershey, Pa., Nov. 10-12; 8th district, Hotel St. Paul, St. Paul, Minn., Nov. 24-25.

Advertising Research Foundation, seventh annual conference, Hotel Commodore, New York, Oct. 3.

Affiliated Advertising Agencies Network, 17th annual international meeting, Sheraton-Blackstone Hotel, Chicago, Sept. 11-17.

Agency Management Seminar, sponsored by Advertising Age, La Salle Hotel, Chicago, Oct. 30-31.

Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn., Oct. 16-17.

American Assn. of Advertising Agencies, central region meeting, Ambassador West Hotel, Chicago, Oct. 12-13; western region meeting, Hotel del Coronado, Coronado, California, Oct. 15-18, eastern region meeting, Biltmore Hotel, New York, Nov. 15-16.

American Management Assn., workshop seminar on package design and merchandising, Hotel Astor, New York, Oct 2-4.

American Women in Radio and Television, national convention, Sheraton-Chicago Hotel, May 3-6, 1962.

Associated Business Publications, fall conference, Drake Hotel, Chicago, Oct. 18.

Assn. of National Advertisers, new products workshop, Waldorf Astoria, New York, Sept. 28.

Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Virginia, Nov. 2-4.

Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago, Oct. 19-20.

Broadcasters' Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York, Nov. 6-8.

Direct Mail Advertising Assn., 44th annual convention, Statler-Hilton Hotel, New York, Oct. 10-13.

Financial Public Relations Assn., 16th annual convention, American Hotel, Bal Harbour, Fla., Nov. 26-30.

Industrial Advertising Research Institute, second annual research forums, Plaza Hotel, New York, Oct. 18, and Sheraton-Blackstone Hotel, Chicago, Oct. 25.

International Advertising Assn., fourth international conference, Madrid, Sept. 20-22.

Junior Panel Outdoor Advertising Assn., 11th annual convention, Sheraton Hotel, Chicago, Oct. 12-13.

Magazine Publishers Assn., fifth annual fall conference, Hotel Commodore, New York, Sept. 18-19.

Mutual Advertising Agency Network, management meeting, Palmer House, Chicago, Oct. 26-28.

National Assn. of Broadcasters, regional conferences: Jefferson Hotel, St. Louis, Oct. 13; Sheraton-Dallas Hotel, Dallas, Oct. 16; Hotel Utah, Salt Lake City, Oct. 18; Sheraton Palace, San Francisco, Oct. 20; Somerset Hotel, Boston, Nov. 10; Pittsburgh-Hilton Hotel, Pittsburgh, Nov. 13; Leamington Hotel, Minneapolis, Nov. 15; Robert Meyer Hotel, Jacksonville, Nov. 20.

National Assn. of Educational Broadcasters, annual convention, Willard Hotel, Washington, D. C., Oct. 23-26.

National Editorial Assn., annual fall meeting, Pick-Congress Hotel, Chicago, Oct. 12-14.

National Federation of Advertising Agencies, central states group, Lake Tower Motel, Chicago, Sept. 28-Oct. 1; eastern states group, Statler-Hilton Hotel, Washington, Oct. 7-8.

National Newspaper Promotion Assn., midwest regional meeting, Jack Tar Hotel, Lansing, Mich., Oct. 21-24.

New England Newspaper Advertising Executives Assn., annual meeting, Parker House, Boston, Oct. 2-3.

Outdoor Advertising Assn. of America, annual meeting, Diplomat Hotel, Hollywood-By-The-Sea, Fla., Oct. 22-27.

Point-of-Purchase Advertising Institute, 15th annual symposium and exhibit, McCormick Place, Chicago, Nov. 7-9.

***Printing Industry of America**, diamond jubilee convention, Pittsburgh-Hilton Hotel, Pittsburgh, Oct. 9-14.

Radio Bureau of Advertising, management conferences: The Greenbrier, White Sulphur Springs, W. Va., Sept. 11-12; The Cloister, Sea Island, Ga., Sept. 18-19; Marriott Motor Hotel, Dallas, Sept. 21-22; O'Hare Inn, Des Plaines, Ill., Sept. 28-29; The Town House, Omaha, Oct. 5-6; Rickey's Studio Inn, Palo Alto, Cal., Oct. 9-10; Detroit, Oct. 12-13.

Southern Newspaper Publishers Assn., 58th annual convention, Boca Raton Hotel, Boca Raton, Fla., Nov. 13-15.

Television Bureau of Advertising, annual meeting, Statler-Hilton Hotel, Detroit, Nov. 15-17.

Look what happened when KOPPERS advertised in *FACTORY*

"Paper mill atmospheres are tough on coatings but Bitumastic No. 50 can really take it."
KOPPERS
"Protective-reflective Bitumastic Coatings keep our propane tanks rust-free and cool"
KOPPERS
Bitumastic No. 50 waterproofs and protects concrete foundations at atomic power plant
KOPPERS
"Bitumastic solved our coating problem without delaying our production"
KOPPERS
"Bitumastic coatings have given us 2½ times the service life of more expensive materials"
BITUMASTIC

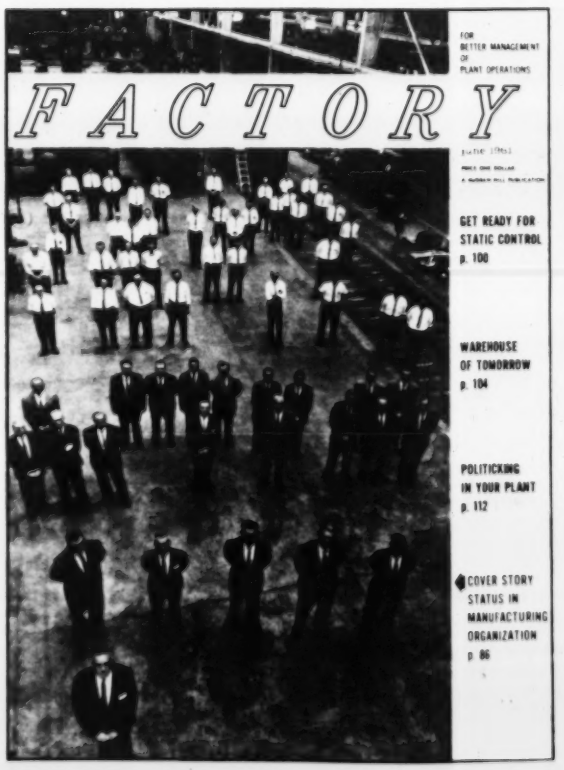
Listen to this report from Bob Smith, Advertising Manager, Tar Products Division, KOPPERS COMPANY, INC.: "With the help of our agency, Marsteller, Rickard, Gebhardt & Reed, we made a recognition study 18 months ago at the start of a continuous case history advertising campaign in FACTORY. The ads were on our *Bitumastic* protective coatings and were aimed at men who manage plant operations. We repeated the recognition study in March, 1960.

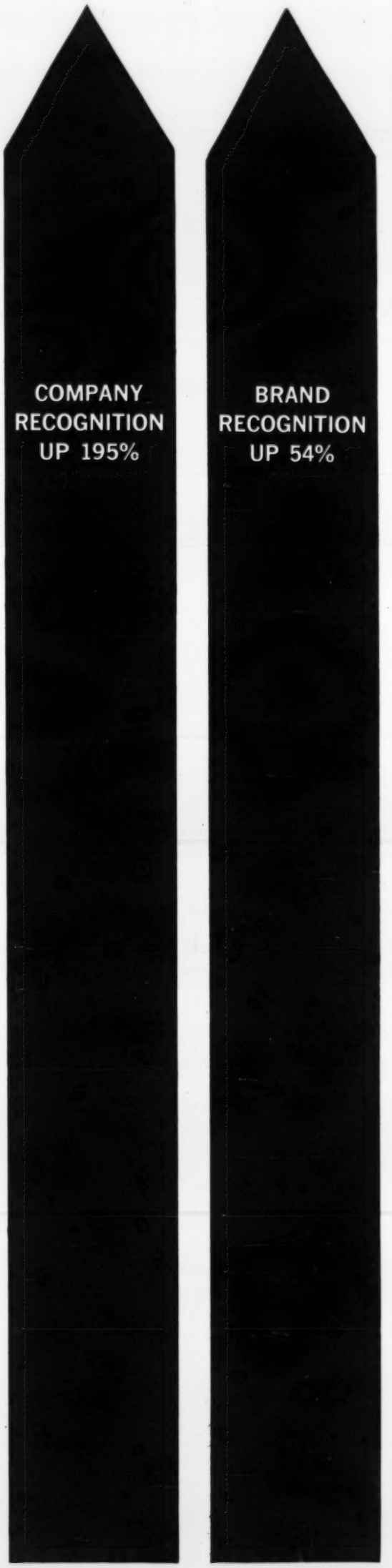
"Here are the results: Our brand name, *Bitumastic*, gained 54% in recognition, and *moved up from 4th to 2nd place* in the hotly competitive coatings field. Our company name, KOPPERS, gained 195% in recognition as a manufacturer of coatings, and we *jumped from 8th to 2nd place* among such manufacturers.

"Next we made a follow-up study of 722 qualified inquiries, many of which came from our FACTORY advertising. This indicated that 48% of the inquirers had learned about Bitumastic coatings for the first time through advertising... *and that advertising was our only sales contact with 86%* of these inquirers.

"Finally, the clincher: We discovered that our advertising, with its heavy emphasis on the FACTORY campaign, had *uncovered a potential additional volume of 8.6%* of the total annual sales of protective coatings by KOPPERS."

What can *your* product do to cut a plant's costs or improve its product? FACTORY's 71,000 readers are waiting to know.


FOR BETTER MANAGEMENT OF PLANT OPERATIONS
FACTORY
GET READY FOR STATIC CONTROL p. 100
WAREHOUSE OF TOMORROW p. 104
POLITICKING IN YOUR PLANT p. 112
COVER STORY STATUS IN MANUFACTURING ORGANIZATION p. 86



Wise Boosts Stimeling

Wise Potato Chip Co., Berwick, Pa., has appointed William A. Stimeling manager of advertising, succeeding Percy C. Wilson, who is retiring. Mr. Stimeling was formerly assistant manager of advertising.

A SOUTHERN HABIT FOR 156 YEARS

GRIER'S ALMANAC

Read and Believed in by 7 Generations.

2,300,000 Circulation Audited and Verified by

VAC

★ Blankets the South from Virginia to Texas.

★ Reaches over a million RFD Boxholders.

★ Readership is intense and loyal.

★ Listed in SRDS, Consumer Magazine Section.

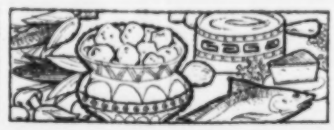
Write, wire or phone for rates, closing date and detailed information.

GRIER'S ALMANAC

P. O. Box 1435 Phone ME 4-7341

Atlanta, Georgia

400 DEMONS CLOBBERED IN SKY-HIGH FROLIC!



Where oranges are green and lobsters have no claws...

EXOTIC PITCH—*Seeking to beef up tourist travel to South America, Panagra will run ads like these on the offbeat things to see south of the border in its one-shot campaign.*

Panagra Sets Drive Angled at High-Income Group

NEW YORK, Sept. 5—Pan American-Grace Airways, which operates routes along the west coast of South America, will launch an experimental one-shot campaign this month to reach higher-income groups.

Cyrus S. Collins, vp of sales and traffic, said the campaign is aimed at "travel sophisticates," those people "who have been to the regular watering places often and would travel to South America if they knew how many interesting things there were to see and do there."

Panagra will try to pique this interest with full-page b&w ads in a group of specialized publications. On the media schedule are *Atlantic, Doctor's Wife, Esquire, Field & Stream, Gourmet, Harper's Bazaar, MD, Natural History, The New Yorker, Playboy, Realties, Saturday Review, Town & Country* and the *Wall Street Journal*.

■ The ads, prepared by J. Walter Thompson Co., will focus on unusual points of interest. For example, the insertion ticketed for *Doctor's Wife, Gourmet* and *The New Yorker* will talk about the exotic cuisine of South America—green oranges, clawless lobsters, pickled wild partridges and purple corn.

Ads scheduled for *Field & Stream, MD* and the *Wall Street Journal* will show pictures of landlocked salmon, the golden dorado, rainbow trout, black marlin and giant squid—asking readers to match them with pictures of the right hooks needed to bait them.

Another ad will be devoted to the devil dancers of Bolivia, a pagan ritual.

The insertion scheduled for *Esquire* and *Playboy* will feature "fun for people who hate mountains"—cosmopolitan cities, sumptuous restaurants, smart luxury hotels and bullfights. #

Gieseking Joins Gardner

Hal Eugene Gieseking has joined Gardner Advertising Co., St. Louis, as a copywriter. Mr. Gieseking was formerly with Boland Associates, Honolulu, and Len Carey Inc., Honolulu.

Mirro Names Prescott

Mirro Aluminum Co., Manitowoc, Wis., has appointed F. C. Prescott assistant general sales manager. Mr. Prescott was formerly assistant to the general sales manager.

Wyatt Boosts Clark

Jack Wyatt Co., Dallas, has promoted Dunlap Clark media director. Mr. Clark has been with Wyatt for two years in account service and media.

TvQ Rating Leaders

For Nighttime Network TV

August, 1961

Rank	Program	Familiar with Program (based on 100)	TvQ Score
1.	Bonanza (Procter & Gamble, American Tobacco, NBC)	72	50
2.	The Real McCoys (P&G, ABC)	89	45
3.	My Three Sons (Chevrolet, ABC)	71	43
4.	Gunsmoke (General Electric, Liggett & Myers, CBS)	87	42
4.	Wagon Train (several sponsors, NBC)	90	42
6.	The Flintstones (R. J. Reynolds, Miles, ABC)	73	41
7.	Perry Mason (Several sponsors, CBS)	83	40
8.	Rawhide (Several sponsors, CBS)	75	38
9.	Route 66 (Chevrolet, CBS)	70	37
10.	Father Knows Best (Scott, Warner-Lambert, Van Camp, CBS)	87	35

Note—Home Testing Institute arrives at what it calls a TvQ rating by dividing the number of people who say they are familiar with a program into the number terming it "one of my favorites."

NAM Compiles Directory of Material for Women's Groups

A directory of program materials available to women's groups is being compiled by the women's department of the National Assn. of Manufacturers, New York. The directory, the first such to be published by the association, will list business and service organizations which offer programs and materials of interest to women's groups. Materials would include speakers, plant tours, films, booklets or complete program presentations. Also listed will be the name of the company representative to contact.

Titled "The Public Relations Service Directory for Women's Groups," the directory will be published in late autumn.

Music Makers Introduce New Tele-Mix Device

Music Makers, New York, which provides music for radio and tv commercials, has introduced a new process called Tele-Mix. This was described as "a form of closed circuit television with specifically adapted projection methods." It was designed to combine the music with film in tv commercials more effectively.

Tele-Mix uses small screen (that is television-size) monitors throughout the studio, rather than projection systems, in the routine of combining music with pictures for tv commercials. This, it was explained, should give the agency commercial producers a better idea of the blending of the music with video-size pictures.

Interstate Names Wright

Interstate Press, Hartford, has appointed Richard Wright sales manager, a new post. Mr. Wright was formerly on the production staff of Graceman Advertising, Hartford.

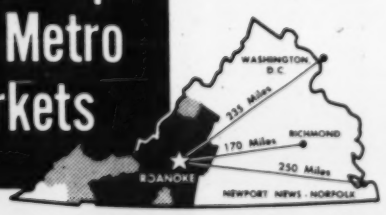
New Account for Keyes, Martin

Tri-County Asphalt Co., Caldwell, N.J., has appointed Keyes, Martin & Co., Springfield, N.J., to handle advertising and public relations.

Yardis Adds Cellucap

Yardis Advertising Co., Philadelphia, has been named to handle the account of Cellucap Manufacturing Co., Philadelphia, manufacturer of sanitary and advertising headwear.

Roanoke, Va., Newspapers reach more people than 22 of the top 100 Metro Markets



DEADLINE for the BIG 75th ANNIVERSARY EDITION of the ROANOKE TIMES is OCTOBER 6

Get reservations in early

FLASH! World-News Wins SNPA South Eastern Newspaper Annual ROP COLOR SWEEPSTAKES AWARD

THE ROANOKE TIMES
The Roanoke World-News

SAWYER-FERGUSON-WALKER, Nat'l Representatives

STEP UP! Enjoy your basement more with a modern Bilco Door!
SEE IT ON DISPLAY AT YOUR NEAREST DEALER.
START ENJOYING YOUR BILCO DOOR TODAY!

DEALER LISTING—*Bilco Co., New Haven, maker of basement doors, kicks off its end-of-year promotion with this spread in the Sept. 26 Look. More than 1,000 Bilco dealers are listed in the ad. Bernard Cooper Advertising, New York, is the agency.*

THE SAN DIEGO UNION AND EVENING TRIBUNE

Crowell-Collier Names Two

Crowell-Collier Publishing Co., New York, has appointed Howard S. Golden sales promotion director of Collier Books, its new paperback department, and has appointed Alan G. Smith regional sales manager of Collier Books. Mr. Golden was formerly director of advertising, publicity and promotion of Hearst Corp.'s Avon book division. Mr. Smith, who will handle sales for the eastern part of the U.S., was formerly with Doubleday & Co.

Victor Boero Joins F&S&R

Victor F. Boero, formerly an art director of Ketchum, MacLeod & Grove, has joined Fuller & Smith & Ross, Pittsburgh, as director of art.

Meads Joins XETV

Wally Meads, formerly with KFMB, San Diego, radio station, has joined XETV, San Diego, radio station, as an account executive.

Ruppman Goodman Woods

JUDGING—*A historical display of advertising specialties display was a highlight of the Advertising Specialty National Assn. in Chicago. Judging the items for winners in various categories are Charles Ruppman, R. H. Donnelley Corp.; Bert Goodman, Englander Co.; and Bette Woods, State Street Council.*

Reda Joins Tintex-Norex

Joseph G. Reda, formerly with Morse International, has joined Tintex-Norex Laboratories, New York, subsidiary of Schenley Industries, as advertising and sales promotion manager, a newly created position.

WIN THE NEVADARAMA SILVER MINE

DANCER-FITZGERALD-SAMPLE BUYS COLOR TV

With its Sunday night "Bullwinkle Show," General Mills makes the move up to Color TV this Fall. The trend to Color is growing. Are you with it? Learn more about Color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, New York, Tel: CO 5-5900

NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

Food store sales in San Diego County totaled $295,856,000 last year. San Diego County ranks 4th on the West Coast and 22nd in the nation in this category. Note these comparative totals:

SAN DIEGO, CALIFORNIA	$295,856,000
SUFFOLK (BOSTON), MASSACHUSETTS	$280,176,000
SAN FRANCISCO, CALIFORNIA	$270,203,000
DISTRICT OF COLUMBIA	$256,391,000
NEW HAVEN, CONNECTICUT	$228,128,000

ESTIMATES: 1961 SALES MANAGEMENT SURVEY OF BUYING POWER

Two metropolitan newspapers sell the important San Diego market: The San Diego Union and Evening Tribune. Combined daily circulation is 228,437 (ABC 9/30/60).

Copley Newspapers: 15 Hometown Daily Newspapers covering San Diego, California — Greater Los Angeles — Springfield, Illinois — and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service.

REPRESENTED NATIONALLY BY NELSON ROBERTS & ASSOCIATES, INC.

"THE RING OF TRUTH" Copley Newspapers

The San Diego Union | EVENING TRIBUNE

Nielsen Names Two VPs

A. C. Nielsen Co., Chicago, has appointed Philip F. von Ladau and Donald G. McGlathery vps. Mr. von Ladau, western division sales manager for national services, joined Nielsen in 1946. Mr. McGlathery, sales manager of the new Nielsen media services, covering tv and magazine audiences, joined the company in 1950.

Edwards to 'House Beautiful'

Bob Edwards has joined the Chicago sales staff of *House Beautiful*. Mr. Edwards was formerly manager of advertising and sales promotion of the Westclox division of General Time Instrument Co.

Adolph's Boosts Bergman

Adolph's Ltd., Los Angeles food company, has promoted Joseph Bergman to the new post of vp of marketing. Mr. Bergman has been ad and sales promotion manager of the company.

Cluett, Peabody Sets Up Lady Arrow Blouse Division

Cluett, Peabody & Co., New York, is entering the women's wear field by setting up a Lady Arrow division to manufacture man-tailored blouses and shirts. Eventually, the division may add other sportswear items to the line. Edward B. Polak, formerly head of Blousemaker Inc., has been appointed director of the division. He is currently setting up a separate national sales organization to handle distribution of the line which will be offered in November for delivery in spring, 1962.

As for an advertising agency, "It's too early to think about that yet," Mr. Polak told ADVERTISING AGE. "Ad plans will depend on distribution, and distribution is zero right now," he said. Young & Rubicam, New York, handles the company's Sanforized division, while Lennen & Newell handles the remainder of the account.

Schindler-Howard Adds One

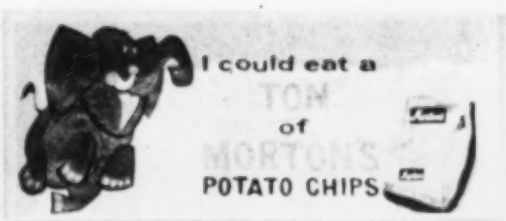
Schindler-Howard Advertising Agency, Cincinnati, has been named to handle advertising and public relations for Standard Electrical Tool Co., Cincinnati. The former agency of record was Dinerman & Co., Cincinnati.

Mosher, Reimer Adds One

Mosher, Reimer & Williamson, Denver, industrial agency, has been named to handle advertising, publicity and industrial relations for Mineral Concentrates & Chemical Co., Mincon manufactures beryllium compounds. Publications in the missile-space field, ceramic industry, military, chemical, metal production and nuclear industries will be used in the initial campaign in September.

Champion, Canada Names One

J. G. Morais, formerly of McCann-Erickson's Montreal office, has been appointed advertising and sales promotion manager of Champion Spark Plug Co. of Canada Ltd., Windsor, Ont.



PACHYDERM FEVER—*It wasn't planned that way. The locale of the case of the two purple elephants is Waco, Tex. No ideas were stolen—the time factor ruled that out.*

And Suddenly, Purple Elephants Gambol on Posters in Southwest

DALLAS, Sept. 5—This is the fable of Morton and the Elephant.

Morton Foods makes potato chips, and, like anyone who makes potato chips, it wants everyone to buy its product.

One day, in pursuit of this aim, Morton went to see its agency, Crook Advertising Agency, to decide what to do during the July 4th holiday. It was agreed that outdoor posters carrying the slogan, "I Could Eat a Ton of Morton's Potato Chips," would be put up in 163 towns all over the Southwest from June 15 through July 15.

But Morton and its agency were puzzled. After all, no one could eat a whole ton of potato chips, not even Morton's. The art director and an artist from Thor Art Studios came up with an idea. On the poster would be an elephant, for everyone knows that an elephant could eat a ton of potato chips very easily.

■ When the finished art was delivered, Morton was astounded, for the elephant, a very happy creature, was indeed unusual. Not to say that a happy elephant is unusual, no, not at all. This elephant was unusual because he was purple, and he had pink toenails.

Morton was very pleased with its purple elephant, so it sent color post cards showing the brightly hued animal to its distributors and salesmen.

Morton's card said, "You have seen elephant-elephants, been to white-elephant sales, and heard of pink elephants, but never a *purple* elephant! Now you've got one . . . be prepared for your customers to kid you and have a lot of fun out of it, because men, *this* one is going to create talk!"

■ And it did create talk. In fact, it created more talk than Morton had counted on, because Morton's purple elephant, though unusual, was not singular.

On July 6 Charlie Miller and Gerald Bryant, Morton supervisors, and Wilson Crook Jr., exec vp of Crook Advertising, were driving through Waco, Tex., on their way to dinner.

Suddenly Mr. Bryant became very upset and began making strange noises and pointing out the window of the car. The automobile screeched to a stop and backed up. All three men looked with dismay at an outdoor poster. There looking happily back at them was an elephant—a purple elephant, and it wasn't Morton's elephant. This joyful animal was happy about Jax's Beer.

■ An urgent phone call was made to Morton. Although there could be no question about either company stealing the idea from the other, since the posting dates were so close, a check was made on where the Jax ad was printed. It was found that a different printer had done the work, but that he was located in St. Louis, which is where Morton's poster was printed.

Morton thought the whole thing was rather funny, and it sent color photographs of the two posters to all its friends in the potato chip business.

Moral: Even purple elephants can get very very thirsty after eating a ton of potato chips. #

LIFE MEMBER—*Honorary life membership in the Dallas Advertising League is presented to Don Anderson (left), retired retail advertising manager, Dallas Morning News, by the president of the league, George J. Watts, vp in charge of advertising and public relations, Republic National Bank.*

Kool-Aid to Use Print, TV, Radio for Fall Contest

To promote Kool-Aid this fall, the Perkins-S.O.S. division of General Foods Corp. will sponsor a two-month contest with home movie equipment and Golden Book Encyclopedias as prizes. Color spreads will run in September issues of *American Girl*, *Boys' Life* and Dell Comics Books. Commercials will be heard on six tv shows: "The Bugs Bunny Show," "Rin Tin Tin," "The Lone Ranger," "Rocky and His Friends" (all ABC-TV), and "King Leonardo" and "Fury" (both NBC-TV). On radio, it will be "Don McNeill Breakfast Club" (ABC).

To enter, consumers complete a 15-question true-false pictorial quiz and send it along with an empty Kool-Aid envelope to the judges. Foote, Cone & Belding, Chicago, is the agency.

Metex Names La Fond

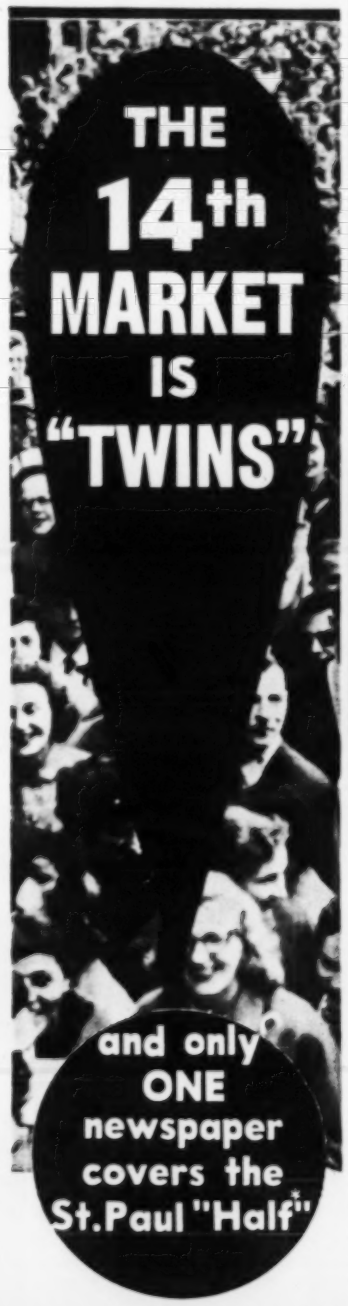
Metex Electronics Corp., Clark, N.J., manufacturer of radio frequency interference shielding materials, has appointed Richard La Fond Advertising, New York, to handle the company's trade paper advertising and public relations. Metex, a new corporation, was formed to take over the products and personnel of the electronics division of Metal Textile Corp., Roselle, N. J.

GE Appoints Sestero

General Electric Co. has appointed Robert A. Sestero manager of advertising and sales promotion of its central air conditioner department, Tyler, Tex. Mr. Sestero was formerly manager of distributor programs of the department.

Evans Joins KOL, Seattle

John Rhys Evans has joined the sales staff of KOL, Seattle, as an account executive. Mr. Evans was formerly national sales manager of KMCS-FM.



*Ramsey, Dakota and Washington Counties

ST. PAUL DISPATCH
PIONEER PRESS

Representatives
RIDDER-JOHNS, INC.
New York · Chicago · Detroit
San Francisco · Los Angeles
St. Paul · Minneapolis

KLZ of Denver... Salutes...
A Radio-Active Business Executive

Mr. Clarence Daane, Advertising Manager of the Denver Division of Safeway Stores, Inc., for his many accomplishments and outstanding leadership in directing all of the advertising for the 150 Safeway Supermarkets in the six-state Rocky Mountain Area.

For many years, Safeway has devoted a substantial portion of their Denver Radio budget to reaching the adult buying audience of KLZ Radio, 52 weeks each year. You too, can cash in on this responsive adult audience by letting KLZ Radio pre-sell for you in the rich Denver-Rocky Mountain Area.

MR. CLARENCE DAANE
Advertising Manager, Denver
Division of Safeway Stores, Inc.

KLZ radio 560 KC

CBS for The Rocky Mountain Area ★ Call KATZ or Lee Fondren, Denver

Discount Store News

A Chain Store Age Affiliate—Published bi-weekly by Lebhar-Friedman Publications Inc. January 1, 1962

Volume 1—Number 1

Three Discounters for Kresge-Detroit

The S. S. Kresge Co. nation's second largest variety chain will open three large discount department stores in the Detroit area. The units ranging from 60 to 80,000 square feet will open in the late fall or spring. One unit is set for the Tech Plaza Shopping Center in Warren township, a second will be located at the intersection of Ford and Middle Belt roads, and a third is on Grandview Boulevard in Northeast Pontiac.

The three units, which are expected to pilot a more extensive discount house program, will be single floor check-out operations. They will have no connection with the earlier announced "Jupiter" store, operated by Kresge. The Jupiter program is an experiment for converting small district locations into "bargain-style" units.

Head of the new Discount division will be C. L. Yobe, Kresge Central regional manager and a company

Kresge Pioneered Earlier Division

Operation of two kinds of stores in separate divisions is no novelty to Kresge. Back in the early 20's, Kresge inaugurated a "Dollar Store" division for trade-up merchandise operating, frequently side by side with their 5 and 10

Kresge forges discount ring

If Detroit is any sample, Kresge plans saturation locations major markets. The Detroit

Hudon's East Gate center. The Pontia location would draw from the northern suburbs, while the southern Garden City unit centers in the middle industrial sub-

Announcing a New Business-Newspaper to Help Advertisers Reach the Sensational $4 Billion Discount Market

Published by Chain Store Age, for 36 years Specialists in Publications for Dynamic Retailing

Discount Store News will reach far and wide . . . giving a fast, concise and authoritative Bi-Weekly communications package to:

**** Discount Store Chains and Independents * Discount Divisions of Chain Store Companies in the Variety, Drug, Supermarket and Apparel Fields * Operators of Leased Departments***

How DSN offers a "Planned Marketing" approach—

EDITORIAL DEPTH MAKES READERS OUT OF SCANNERS

As the industry's first bi-weekly, DSN offers retailers and manufacturers the benefits of 36 years of publishing experience in the dynamic segments of retailing • A retail-oriented editorial staff • The resources of all the Lebhar-Friedman specialized editions • Teletype-connected offices in Los Angeles, Chicago, Boston and New York.

ACCURATE RESEARCH PINPOINTS CIRCULATION

Chain Store Guide, a research affiliate of Lebhar-Friedman, conducts surveys and isolates markets to help DISCOUNT STORE NEWS seek out and sell the key people in buying and buying-influence positions.

As a publisher of retail store directories, "Guide" publishes the most accurate guidebook on the discount store industry, "The Directory of Discount Centers". . . a directory which forms the basis for the DSN circulation pattern.

THE MARKET IS SELECTIVE

DISCOUNT STORE NEWS will deliver the right kind of "buying" audience because it has one of the few circulation staffs in businesspaper publishing with its **own** field salesmen. Men who carefully select only those subscribers who directly or indirectly influence the purchase of merchandise.

DISCOUNT STORE NEWS WILL THUS REACH THE RIGHT PEOPLE IN "DEPTH" BECAUSE IT'S THE RIGHT KIND OF PUBLICATION.

FIND OUT MORE about the sensational $4 Billion Discount Industry. Ask us for a rate card and additional information about DISCOUNT STORE NEWS. Call us today.

Give yourself plenty of time to schedule your 1962 campaign from our very first issue.

Dateline: JANUARY 1, 1962 • Closing: DECEMBER 19, 1961

Discount Store News A Chain Store Age
Affiliate published every other Monday by Lebhar-Friedman Publications, Inc.
2 Park Avenue, New York 16, N.Y. MUrray Hill 9-4800

Basinger Named Partner of Holtzman-Kain Advertising

Paul J. Basinger, account executive of Holtzman-Kain Advertising, Chicago, has been named full partner of the agency. Mr. Basinger was president of McGiveran-Child Co., Chicago agency. He will continue as account executive as well as assume additional managerial duties.

NEW YORK PREMIUM SHOW

will be held at

N.Y. COLISEUM

Sept. 25 thru 28

Sponsored by the Premium Adv. Assoc.

You'll find . . .

- New Premium Ideas.
- New Creative Merchandising Concepts.
- Over 400 exhibits of America's most respected brand names.

FOR YOUR ADMITTANCE BADGE WRITE:

ARTHUR TARSHIS ASSOCIATES INC.
Show Management
12 W. 72nd St., New York 23, N. Y.

B&B Names Casey Senior VP; Millard, Hotz VPs

Richard F. Casey has been promoted from vp in charge of research to senior vp of Benton & Bowles, New York. B&B also has elected Charles E. F. Millard, account executive on Yuban coffee, and David P. Hotz, account executive on Shulton Inc. and Ex-Lax, vps.

Phillips & Cherbo Opens in L.A.

Phillips & Cherbo, Chicago agency, has opened an office at 1710 La Brea Ave., Hollywood. The office is headed by Robert S. Jones, formerly sales manager of KTLA-TV, Los Angeles.

Carmody Simpson Cambridge Fennell Shireman

NEW FORMAT—*KBTR, Denver, under new ownership by TV Denver, marked its switch from rock 'n roll format to a new format of adult music, news in depth and personalized programming, at a recent luncheon. Those shown attending the luncheon include Bob Carmody and Mike Cambridge, of Sullivan, Stauffer, Colwell & Bayles; Hal Simpson and Jack Fennell, of William Esty Co.; and Dick Shireman, general manager of KBTR.*

Along the Media Path

Pennsylvania's House of Representatives has adopted a resolution commending the **Philadelphia Inquirer** for its "untiring and public spirited campaign" to compel the Barnes Foundation to open its multi-million-dollar art gallery to the public.

• Stars from sports, radio, television and movies and popular music were featured in a "stay-in-school" spectacular Aug. 27, which was covered live by **WABC**, New York. Purpose of the spectacular was to persuade students to return to high school this fall and get their diplomas.

• The **Dallas Times Herald** published a special supplement, "Invitation to Learning," Aug. 27, which was devoted to the public schools of its area. On Sept. 11, the *Times Herald* will change its body type from 8 pt. Regal on 9 pt. slug to 9 pt. Regal on 10 pt. slug. All agate copy, including classified ads, box scores, etc., will be printed in Futura type.

• On Aug. 25, **WWRL**, New York, celebrated its 35th anniversary with a special broadcast, during which Mayor Wagner congratulated the station for its long service to the community.

• **Realites**, 301 Madison Ave., New York 17, has completed a reader characteristics survey which reveals that the median home value is $40,000; 54% of the households own two or more automobiles and that 89% serve alcoholic beverages.

• A new traveling exhibit, "The New Face of the American Home," based on recent photographs from the editorial pages of **American Home**, has been added to Curtis Publishing Co.'s roving art repertoire.

• Fall paperback book sections, containing complete coverage of the latest trends and offerings in the paperback field and a round-up of new developments in the publishing industry have been published by the **Chicago Sun-Times** and **Daily News**.

• **Los Angeles Suburban Newspapers** has inaugurated a point of purchase merchandising plan that allows national advertisers the privilege of placing advertising posters in the 1,500 food market shopping carts installed and serviced by LASN for a 30-day period.

• **KFWB**, Hollywood, is currently sponsoring a "soundsational" participation promotion in which the station listeners have the opportunity to nominate their alltime favorite hit and win a tape recorder with a complete tape of the station's "Unforgettable Forty" alltime great records. Entry blanks are available at local record stores.

• **Storer Broadcasting Co.** radio stations are supporting members of the U. S. women's swimming team, now representing this country abroad in a series of meets, by helping defray travel costs of the girls from the areas covered by Storer stations.

• For the 16th consecutive year, the **Minneapolis Star & Tribune** has published more than 1,000,000 want ads. The mark was reached Aug. 24.

• **KTAL** will observe its new affiliation with the NBC Television Network and its move from Texarkana, Tex., to Shreveport, La., with a 24-hour celebration Sept. 5.

• In conjunction with National Appliance & Radio-TV Dealers Assn., **Ladies' Home Journal** launched a three-month "Creative Retail Salesman of the Year" contest Sept. 1. The salesman submitting the best all-around creative selling idea will be named "Creative Salesman of the Year" at the annual NARDA convention in Chicago next January. The winner will receive $500 in cash, a silver plaque and an all-expense paid trip to Chicago. #

Cowles Seeks SEC Okay of Stock Issue

Cowles Magazines & Broadcasting, New York, has filed a statement with the Securities & Exchange Commission seeking the registration of 350,000 shares of capital stock. The proceeds are to be added to the general fund of the company, the statement said, and in connection with possible expansion in the publishing or broadcasting or related fields.

The company and its subsidiaries publish *Look*, sell subscriptions for leading magazines, including *Look*; operate radio-tv stations in Des Moines; publish "Insider's Newsletter"; and own 93.2% of the *San Juan Star*, San Juan, Puerto Rico. It has outstanding 2,300,326 shares of capital stock, of which Gardner Cowles, president and board chairman, and the Des Moines Register & Tribune Co. own 30.9% and 17.3% respectively, and management officials as a group 46.4%.

Burlington Elects Love Ad VP

James S. Love Jr. has been elected vp in charge of advertising and public relations of Burlington Industries, New York. He formerly was president of Sidney Blumenthal & Co., a Burlington subsidiary. He will assume some of the duties formerly handled by Jackson Spears, who recently resigned. Jack Hanson will continue as advertising director. Mr. Love, who joined Burlington in 1955, is the son of James Love Sr., Burlington's board chairman.

'Look' Raises Guarantee

Look will increase its guaranteed net paid circulation from 6,500,000 to 7,000,000 effective with its March 13, 1962, issue. The magazine will pass the 7,000,000 mark with its issue of Nov. 7, and thus deliver a 500,000 bonus until the guarantee is raised, according to Don Perkins, vp and advertising director. One-time page rates will be boosted from $29,190 to $32,020 for b&w and from $43,910 to $48,170 for four-color.

WHERE'S FARGO?

HERE!

Right across the river from Moorhead, naturally . . . and Fargo-Moorhead is the hub of the

LARGEST MARKET *between* **SPOKANE** *and* **MINNEAPOLIS!**

This market — 21 counties in North Dakota and western Minnesota — contains over 300,000 people who spend over *$400 million* annually in retail stores.* Over 3 out of 5 (64%) of these families are Fargo Forum readers, while no Minneapolis daily reaches more than 1 out of 10. And in the Fargo-Moorhead new Standard Metropolitan Area, Forum coverage is 99%, compared to 8% for any Minneapolis daily.

It's time you, too, found Fargo. We're short on Indians, but long on wampum. And our natives use it every day to buy what you sell them with advertising in The Fargo Forum.

**The Fargo-Moorhead Metro Area is 1st in the U.S. in retail sales per household.*

THE FARGO FORUM Moorhead News
Largest circulation in North Dakota & western Minnesota
Represented by Kelly-Smith Company

ARE YOU MISSING? THIS HIGHEST-QUALITY MARKET OF ALL ?

OTHERS AREN'T
YACHTING led all consumer monthlies* in total advertising pages for the first 6 months of 1961.

QUALITY CHARACTERISTICS
YACHTING readers are club members (82%), predominantly professional people and executives whose average annual income is $17,774, median income $14,360. 83% are home-owners, over 60% own at least 2 cars, 95% own a yacht, and 85% travel abroad (mostly first class). And they entertain a lot — at home, on board, at the club.

CONCLUSION: If yours is a quality product or service, it belongs in YACHTING.

FOR ADDITIONAL INFORMATION — or to place your space order — write, or call collect, Bob Bavier.

*Fortune was second. We recommend it too!

Yachting POWER AND SAIL

YACHTING PUBLISHING CORP.
205 E. 42 ST., N. Y. 17, N. Y.
MURRAY HILL 9-0715

23 Brewers' Six-Month Sales, 1961-'60

(Ranked by barrels gained or lost.)

Estimated by 'Brewing World'

	Brewer	1961 Sales (000)	1960 Sales (000)	or Decrease Increase (000)
1.	Pabst (all brands)	2,492	2,110	+382
2.	Coors	1,059	881	+178
3.	Falstaff	2,566	2,442	+124
4.	Miller-Gettelman	1,255	1,144	+111
5.	Olympia	799	737	+ 62
6.	Ballantine	2,095	2,040	+ 55
7.	Narragansett-Kreuger	484	431	+ 53
8.	Schaefer	1,490	1,440	+ 50
9.	Lucky Lager	1,071	1,028	+ 43
10.	National	658	618	+ 40
11.	Pearl	543	506	+ 37
12.	Carling	2,451	2,429	+ 22
13.	Minneapolis	325	304	+ 21
14.	Schmidt of Philadelphia	879	863	+ 16
15.	Lone Star	453	448	+ 5
16.	Sterling	294	290	+ 4
17.	Pittsburgh	365	377	— 12
18.	Stroh	981	1,011	— 30
19.	Wiedemann	195	235	— 40
20.	Liebmann	1,272	1,314	— 42
21.	Burgermeister	394	450	— 56
22.	Anheuser-Busch	4,235	4,380	—145
23.	Schlitz	2,757	2,911	—154

Pabst Is Making 'Greatest' Comeback, 'Brewing World' Says

BOULDER, COLO., Sept. 8—Pabst Brewing Co. is making the "greatest comeback in history," according to the September issue of *Brewing World*, which reports estimated six-month sales of the major brewers.

The publication says that Pabst sales have increased 17% in the first six months of 1961 over 1960, and pre-tax earnings have quadrupled. Sales on all brands are up and so is production at all Pabst breweries. For the first six months of 1961, the company produced 2,492,000 bbls. of beer, compared to the same period of 1960 when it produced 2,110,000 bbls., an increase of 382,000 bbls.

■ Among the reasons the publication gives for the comeback, after a long period of declining sales, are (1) simple and consistent advertising; (2) fair dealings with wholesalers; (3) realistic and fair pricing; (4) standard packaging. *Brewing World* says that at the rate Pabst is going, it could end up in third position among the top-selling breweries in the U. S. (Anheuser-Busch and Schlitz are still in No. 1 and No. 2 positions, although their barrel sales have been down in the first half of the year.)

Second place in sales increases during the first half of '61 goes to Coors, with an increase of 178,000 bbls. and third place goes to Falstaff, with an increase of 124,000 bbls.

The accompanying table shows estimated first-half '61 sales, and comparative '60 sales, with barrel increase or decrease, for the 23 leading U. S. brewers. #

LEO P. WREN

GLENBROOK, CONN., Sept. 7—Leo P. (Bill) Wren, 39, media supervisor with Dancer-Fitzgerald-Sample, New York, died Sunday of cancer. Mr. Wren joined D-F-S in 1952. For five years before that he had been with J. Walter Thompson Co.

LESLIE R. GAGE

LAKE FOREST, ILL., Sept. 8—Leslie R. Gage, 61, western manager of *National Geographic Magazine*, died here last night following a coronary attack.

Before joining *National Geographic* Mr. Gage had been associated with Macfadden Publications; Needham, Louis & Brorby; and Hearst. He was graduated from the University of Wisconsin in 1924.

Printaculars Help 'McCall's' Set New High in Revenue

NEW YORK, Sept. 6—*McCall's* said today it owes a whopping big part of its record October revenues of $4,606,000 to "printaculars"—in fact, $665,125 worth.

A printacular, in *McCall's* lexicon, is a specially designed advertising space unit that is out of the ordinary. Examples are a gatefold or a small booklet bound into an issue. According to *McCall's*, "It's the print equivalent of a tv spectacular."

Thanks to seven advertisers who have sidestepped routine pages or spreads in favor of printaculars, *McCall's* October issue will include:

• General Mills' Gold Medal flour (Dancer-Fitzgerald-Sample) and Corn Products' Mazola oil (Lennen & Newell) which have teamed up to form a spread with half gates, left and right, to introduce a new pie-crust method.

• International Silver (Young & Rubicam): A b&w page-and-a-half gatefold to plug a "surprise offer"; Dow Chemical: Saran Wrap (MacManus, John & Adams), a four-color bleed page with a miniature reproduction of the page on a pop-up bind-in card containing a perforated, redeemable coupon as an introductory offer.

• Encyclopaedia Britannica (McCann-Erickson): A preview booklet of its latest edition offered via a business card insert bound in front of a four-color ad.

• Pillsbury cake and frosting mixes (Leo Burnett Co.): A promotion for party cakes with a four-color bleed spread plus an eight-page, four-color pocket-size insert containing a "baker's dozen" recipes.

• Also, Johnson & Johnson: Personal Products' Modess (Young & Rubicam), a leaf-of-fashion pin offered for a box-top through a "surprise preview" in a four-color page-and-a-half gatefold.

McCall's said its October revenue figure set a new record for monthlies. It added, however, that the Oct. 10, 1960, issue of *Life* was higher (it topped $5,000,000). #

Ball & Davidson Adds Account

National Intercollegiate Rodeo Assn., Huntsville, Tex., has appointed Ball & Davidson, Denver, to handle its advertising and promotion.

Last Minute News Flashes

Florida Arranges Media Discounts for Local Units

TALLAHASSEE, Sept. 8—The Florida Development Commission has arranged wth 19 top magazines and 13 major metropolitan newspapers to grant the same discounts to Florida municipalities and chambers of commerce as those earned by the commission itself. Under a plan advanced by Louis Benito Advertising, agency for its $900,000 tourist end, the commission will sign contracts for its own estimated space, but the local groups will be billed by media at the same contract rates. Year-end over-all blanket adjustments, with rebates, "are possible." Designed to "encourage more advertising," the step resulted from a commission contention that ad funds were tax-derived from the same citizens.

Cowles Offers Stock; Other Late News

• **Cowles Magazines & Broadcasting** has filed with the Securities & Exchange Commission an offer to sell 350,000 shares of capital stock, the proceeds from which might go for "expansion" in "publishing or broadcasting." A preliminary prospectus said the offer was comprised of *Look;* eight subscription subsidiaries; KRNT-TV, KRNT radio station, and KRNT theater, Des Moines; "The Insider's Newsletter"; *San Juan Star;* Puerto Rican Acreage; and stock in general development. Salaries reported were: Gardner Cowles, president, $101,438; James S. Milloy, vp, $137,903; M. C. Whatmore, vp-general manager, $87,091; Vernon C. Myers, vp-publisher, $74,091; John Harding, vp-secretary $56,731; S. O. Shapiro, vp-circulation, $55,574; Donald Perkins, vp-ad director, $74,091; Daniel D. Mich, vp-editorial director, $60,542; Lester Suhler, vp-subscriptions, $45,673; Harold H. Webber (who joined Lever Bros. in August), vp, $50,388; and Charles S. Hanson, vp-ad manager, $47,462.

• **TV Digest** will be dropped by Triangle Publications after Monday's issue, Triangle will announce Monday (Sept. 11). The 16-year-old weekly newsletter, which Triangle acquired nearly three years ago, is expected to be continued, in approximately the same form but with a different name, by Dave Lackenbruch, who has been its assistant managing editor, and Al Warren, who has headed its Washington bureau.

• **McGraw-Hill Publishing Co.** expects a total revenue of about $145,000,000 in 1961, including revenue from F. W. Dodge Corp. which McGraw-Hill acquired in March, Harry L. Waddell, exec vp, told the New York Society of Security Analysts Friday (Sept. 8). In 1960, without Dodge, McGraw-Hill revenues were $116,750,000. In the first half, combined revenues were down 2% from 1960's first six months. Mr. Waddell broke down the company's revenue this way: Publications division (27 domestic publications, seven international publications, six newsletters and price services) 50%; McGraw-Hill Book Co. 30%; F. W. Dodge Corp. 20%. In 1960, 16% of the book company's sales were outside the U.S., and they accounted for about $6,000,000, a ratio of foreign to domestic sales about triple most major publishers. He divided the volume of the F. W. Dodge division as follows: construction news and statistics division, 52%; Sweet's Catalog Service division, 28%; magazine and book division, 20%.

• **Walton Purdom**, who recently resigned as vp and San Francisco manager of Long Advertising, has opened an agency under his own name at 681 Market St. Mr. Purdom at one time was exec vp of Cunningham & Walsh and its predecessor agency here, Brisacher Wheeler & Staff.

• **Robert W. Dailey**, recently elected a director of Cunningham & Walsh, New York, has been appointed western region exec vp, in a reorganization of agency's western management setup. Mr. Dailey will be assisted by a management committee representing the C&W offices in Los Angeles and San Francisco. Its makeup will be announced later.

• **Contadina Foods and Kraft Foods** will launch in October a new nationwide campaign to promote the combination of Contadina tomato paste and Kraft spaghetti dinner. The campaign will get under way with four color spreads in 16 newspaper supplements in key U.S. markets. The ads, prepared by the San Francisco offices of Cunningham & Walsh, will feature a sauce made from Contadina tomato paste and Kraft's Herb-Spice being blended into a plate of Kraft spaghetti with the slogan, "It Takes Two to Tangle." On network tv the "good cooks at Kraft" will prepare a Kraft-Contadina spaghetti dinner during commercials on Perry Como's "Kraft Music Hall." The commercials will be handled by the Chicago office of J. Walter Thompson Co.

• **Ward-Griffith Co.**, newspaper representative, will open a new office in Pittsburgh on Sept. 18, which will be headed by Norman Hershorin, formerly with the ad department of the *Pittsburgh Post-Gazette*. Ward-Griffith also has taken over representation of the Ogden Newspapers, Wheeling, W. Va., and the *Globe-Herald & Pilot*, Costa Mesa-Newport Beach, Cal.

• **American Pharmaceutical Co.**, New York, is testing Verv, a tonic, and Pertinex, an athlete's foot remedy, in two Georgia cities. The company is advertising Verv via newspapers and tv in Atlanta and is promoting Pertinex in Augusta, through newspaper ads in the sports section and radio spots. American is offering in Augusta a Yankee baseball cap for 25¢ with a Pertinex boxtop. When cold weather begins, the company will expand the Verv test to Rochester. Weiss & Geller, New York, is the agency.

• **General Electric Co.**, Cleveland, will kick off its G-E bulb promotion Oct. 2, using comics character Mister Magoo in a football setting. GE has booked a four-week spot tv schedule, plus page ads in *Life*, *McCall's*, and *The Saturday Evening Post*. Batten, Barton, Durstine & Osborn, Cleveland, is the agency.

• **Wickman Pharmaceuticals**, Los Angeles, has appointed Lennen & Newell to handle advertising for a new line of proprietary drug products in the pediatrics and geriatrics fields. Budget is initially about $150,000.

• **National Periodicals Publications**, New York (formerly National Comics Publications) has filed with the Securities & Exchange Commission a secondary offering of 500,000 shares of common stock. National publishes about 40 different comics books, distributes magazines and paperbacks, and produces and leases TV films based on "Superman." Independent News Co. is a National subsidiary.

Schlitz to Open Magazine Drive in October Issues

CHICAGO, Sept. 8—Leo Burnett Co.'s first campaign for Jos. Schlitz Brewing Co. will appear Oct. 3 with page ads in six magazines. Newspapers in selected major markets also will carry insertions next month.

Although the agency declined to say what the theme of the new Schlitz campaign will be, it is understood that the once-famous Schlitz "kiss of the hops" slogan will be featured. Burnett added that Schlitz would continue its advertising in outdoor, plus radio and tv spots in selected markets.

The agency said it has not purchased any new network tv shows for Schlitz, but added that an order letter for renewal of Schlitz' participations in the Sunday sports spectaculars on CBS-TV has been submitted to the network, although negotiations have not yet been completed.

■ The Burnett agency has had its troubles in getting its final campaign ideas ready for Schlitz. Earlier this week the *Chicago Daily News* reported that Burnett was compelled to scrap two copy themes because similar campaigns were launched by Theo. Hamm Brewing Co. and Miller Brewing Co. The *News* also said that the agency issued a memo to all employes, urging secrecy on the Schlitz account.

When questioned by ADVERTISING AGE, Burnett said that the phrase, "Wouldn't a Schlitz Go Good Right Now?" was the closing line in the body copy of an ad and never was submitted as a theme. The copy was altered when "a competitor" (the *News* named Hamm's) came out with a similar phrase in broadcast and outdoor. The Hamm's phrase was, "Wouldn't a Cold Hamm's Taste Good Right Now?"

■ Another phrase, "How About a Schlitz," also was not submitted to the brewer as a theme or campaign, Burnett said, and it has not been decided if the phrase will be retained. Miller came out recently with the phrase, "How About a Miller High Life," in an outdoor push.

Regarding the security memo, the agency admitted that a brief memo calling for security had been issued last week, but added that this was not unusual. #

Moskowitz to Leave 'AA'; Joins Politz as VP Oct. 2

Milton Moskowitz, international editor of ADVERTISING AGE, will join Alfred Politz Research, New York, as a vp, effective Oct. 2.

Milton Moskowitz

Mr. Moskowitz has been with AA's New York office for the past seven years. Previously, he was a sub-editor with Reuter's News Service in London, an associate editor of AA in Chicago and a staff correspondent with International News Service in Chicago. He was named international editor in 1956.

3 Motor Inns Name Meyer

Merritt Parkway Motor Inn, Fairfield, Conn.; Sea Isle Motor Inn, Brooklyn; and Trade Winds Motor Inn, Yonkers, N. Y., have named Meyer & Behar Advertising, New York, to handle their advertising accounts.

Y&R Acquires Noble Advertising, Biggest Mexican Ad Agency

(Continued from Page 1)

man who organized his own shop here 10 years ago, will be named president of the new Y&R-Noble Latin American division. He also will become a vp of Y&R, New York. Mr. Noble emphasized today that "no money changed hands." However, there were unofficial reports that Mr. Noble stands to benefit to the tune of $1,000,000 in Y&R stock and other benefits.

The deal is the largest ever engineered in the Latin American agency business. It also will mark the first time a Young & Rubicam office has carried a different corporate name. Finally, it is expected to be a forerunner of other Y&R moves in various parts of Latin America.

■ Young & Rubicam has operated an office here since 1945 but has not enjoyed the spectacular growth shown by Noble and the local McCann-Erickson office. Its billings are currently about $1,000,000, compared with the $5,000,000 billed by Noble. McCann is also billing about $5,000,000 here.

Young & Rubicam de Mexico has encountered particularly rough sledding during the past two years, following the resignation of James Stanton as manager. Mr. Stanton's departure resulted in the loss of the office's largest account, Goodyear Tire. Joseph Vaamonde succeeded Mr. Stanton as manager and he has since been replaced by Miguel Martinez, who was shifted from Y&R-Caracas.

The Y&R-Noble marriage will be cemented by one of the strongest glues in the advertising business—Procter & Gamble. P&G is a major Y&R client in the U. S.; P&G is Noble's largest account. And Y&R offices in San Juan and Caracas service P&G.

■ The Latin American market has long been a red-hot Colgate territory. However, since the end of World War II, P&G has been moving southward steadily—and P&G's predilection for its U. S. agency team is well known abroad.

There will be account conflicts that have to be ironed out. Y&R is a General Foods agency, at home and abroad, and Noble snared Standard Brands from J. Walter Thompson Co. here last year. Noble works for Kimberly Clark, Y&R services Johnson & Johnson.

Procter & Gamble moved into the Mexican market in 1949, assigning its account to D'Arcy Advertising here. The P&G business was moved to Guastella-McCann-Erickson (a short-lived merger of 10 years ago) in 1950 and then landed at Ed Noble's shop in 1952.

■ With the P&G billings behind him, Noble rapidly became the No. 1 volume agency in Mexico City, particularly strong in radio, which accounted for 60% of the agency's billings by 1954. Last year the agency did 75% of its business in radio and television.

Noble has been on a strong new business kick during the past two years. It has added, in rapid succession, Revlon; S. C. Johnson; Campbell Soup; Allstate Insurance; Berlitz; and Mobil Oil.

The agency made its first move out of Mexico last year when it took over the Publicidad Centroamericana agency in San Salvador.

To manage this Central American agency, Noble imported Kirby Katz from Fitzgerald Advertising Agency of New Orleans, a veteran from Benton & Bowles and the old Biow agency (both P&G shops).

Noble now claims that its San Salvador shop is the largest billing agency in Central America. #

Honeywell to Push Its Electronic Data Processing Systems

NEW YORK, Sept. 7—The electronic data processing division of Minneapolis-Honeywell next week will launch a four-month $250,000 advertising campaign to boost its strength in the computer industry.

The first ads will be b&w three-page bleed units—spreads following single right hand pages. They will appear in *Business Week*, *Fortune* and *U. S. News & World Report*.

■ These will be reinforced by a two-thirds page unit in the *Wall Street Journal*. Honeywell's business magazine roster will include pages in *Business Automation*, *Communications of the A.C.M.*, *Computers & Automation*, *Controller* and *Datamation*. Some 7 x 10" inserts are planned for the trade, Honeywell said.

Copy will play up industries which have purchased Honeywell 800 and Honeywell 400 electronic data systems. Part of the marketing strategy, according to the company's agency, Batten, Barton, Durstine & Osborn, is to make data processing prospects on "many management levels" aware of Honeywell's systems, and to assure consideration of the brand name in any corporate evaluations. Along with this, Honeywell copy dwells on its investment in this field to date.

■ The campaign is expected to continue into 1962 after the four-month opener. #

Norman, Craig Realigns Media, Creates 3 Groups

NEW YORK, Sept. 8—Norman, Craig & Kummel has realigned its media department to create three buying groups, and has made three new appointments.

Murray Roffis, for the past seven years a media supervisor at McCann-Erickson, was named assistant vp and media director. Eugenie Stamler, vp in charge of the print buying group, has been placed in charge of over-all media relations.

■ Expanding business volume dictated reorganization into three distinct buying groups, each with client responsibilities and purchasing print, broadcast and outdoor media.

The three groups are headed by Sheldon Boden, George Coleman, assistant vps and associate media directors, and Mr. Roffis.

A separate media research department has been established with Bruce Graves, formerly with McCann-Erickson, named manager of the new department. Henry Halpern, who had been acting media director, will continue as vp, marketing and research director of the agency. #

Shell Mails Credit Cards, Offers Deal

(Continued from Page 1)

of letters last week to a list of people considered responsible enough to use credit cards properly. Enclosed were duplicate credit cards (one for the wife) and gift certificates offering the knives, together with a list of area service stations at which the credit cards could be shown and the knives picked up.

■ At one of the service stations the dealer told ADVERTISING AGE that he has been building the business up since he took over the station with 7,000 gal. pumpage average about four months ago.

"I expected maybe 20 people would come in for the knives," he said, "but I must have had a couple of hundred. The response is very strong.

"My gallonage this time will run about 15,000. Part of it is due to the building up I have been working on, but a lot of it is due to the promotion. With new credit cards, I expect it will help my gallonage for some time to come."

Direct mail is the only medium being used, Shell said—no print or broadcast. The list to which cards were mailed was purchased from a company which specializes in furnishing lists of various kinds and calibers—including "status" type lists.

"A bad credit risk can't get a mortgage on a house, or charge accounts around town," Shell said. "Presumably this list is based on home owners, or life insurance owners, people substantial enough to be responsible for credit cards. Our credit losses may rise slightly, but not to the extent people might think."

■ The credit card campaign was hailed by a Shell dealer as a welcome big gun fired in a campaign to increase business. The first such big gun was the unusual newspaper campaign that began when Ogilvy, Benson & Mather took over the account, he felt.

An unusual aspect of the cards themselves is that they are good at Continental Oil Co. stations also. The promotion applies only to Shell stations, of course, and is good until Sept. 17—"and it's too early yet to judge the results," Shell said.

Shell is strong in the East and West, while Continental is strong in mid-America, it was explained. The exchange of credit enables Shell customers to travel coast to coast on one credit card, Shell pointed out.

■ The two companies overlap in some places, notably in cities like Houston and Chicago. Informal talks with Conoco people indicated they don't think of the Shell credit card as likely to increase their business very much. It was pointed out that most credit business is done in the cities, with only a small percentage, over-all, done by vacation travelers.

It has been reported that the credit aspect of the experimental promotion is under the control of Shell's sales promotion and advertising department and out of the credit department's hands, but this could not be confirmed in Houston.

SHELL USING PREMIUMS IN 'SEVERAL' CITIES

NEW YORK, Sept. 7—Shell Oil Co. reportedly is conducting experiments with premiums in other cities besides Houston, ADVERTISING AGE learned this week.

The Houston deal is "one of many" being conducted in "several" cities on a matched-market basis—similar to "media explorations" in some 13-14 "control markets" which Shell announced last week (AA, Sept. 4). In the media program, Shell is running three different media mixes—all newspapers, combination radio and television, and tv only.

Triangle Stations Sign New Contract with Blair Companies

PHILADELPHIA, Sept. 8—Running counter to the trend that has seen a number of big station groups go into the business of self-representation, the Triangle stations this week signed a longtime renewal contract covering the services of the Blair companies.

Announced by Roger W. Clipp, vp and general manager of Triangle's broadcast division, and John Blair, head of the Blair companies, the agreement calls for Blair to continue to represent nine Triangle radio and tv stations. The exact period covered by the agreement was not revealed, but the contracts were said to run longer than two years in every case.

■ The pact includes Blair-TV representation of WFIL-TV, Philadelphia; WNHC-TV, Hartford-New Haven; WFBG-TV, Altoona-Johnstown, Pa.; WNBF-TV, Binghamton, N.Y.; and KFRE-TV, Fresno; Blair Television Associates' handling of WLYH-TV, Lebanon-Lancaster; and John Blair & Co. representation of WFIL, Philadelphia; WNBF, Binghamton; and KFRE, Fresno.

There had been rumors that the Triangle stations would be the next group to set up their own spot representation sales staff, but Mr. Clipp, in signing again with Blair, said he considered it an advantage to stay with a rep that has other strong stations in addition to Triangle's. #

'Newsweek' Boosts Rates

Newsweek will raise its circulation rate base from 1,400,000 to 1,475,000 with its Jan. 1, 1962, issue. The one-time page rates will go from $7,815 to $8,395 for b&w, and from $12,160 to $13,055 for four-color.

Mercer, Manhard to Meltzer

John Mercer and Stephen J. Manhard have joined the copy staff of Richard N. Meltzer Advertising, San Francisco. Mr. Mercer was formerly with Ross Roy-BSF&D, New York.

Ford Sets Biggest Ad Budget Ever for '62 Models

(Continued from Page 2)

ier than last year. The division will continue with participation on "Wagon Train" (NBC-TV) and has picked up a new program, "Hazel," also on NBC-TV. Ford also will share the National Football League telecasts on CBS-TV, NBC-TV and a 17-station Cleveland network.

■ The theme for all '62 Ford advertising is "Features of the future now, in '62 Fords." The "Ford in your future" crystal ball of a few years back is being polished up for reuse.

The Galaxie, set for public introduction Sept. 29, will bow in national magazines with full-color spreads that week in *Life*, *Look* and *The Saturday Evening Post*.

Ford will run seven pages of color in *Vogue* Oct. 15, featuring the Galaxie in high fashion.

The Galaxie outdoor showing, beginning in September, will refer to Galaxie's "enduring elegance with the power to please."

Galaxie will be tied in with the NFL telecasts via b&w ads in the stadium programs.

■ The Falcon will be billed as "More from the car America loves most," and Galaxie will be dubbed Ford's "small-price, big-luxury" car. Thunderbird announcement copy will describe the T-Bird as "unique in all the world."

The '62 Falcon will bow in four-color spreads in *Life*, *Look*, and *The Saturday Evening Post* the week of the Sept. 29 public introduction. B&w half-pages featuring Charlie Brown and the Peanuts comic strip cast will appear in subsequent issues of these magazines. The November *Reader's Digest* will carry a four-color spread on the Falcon.

In addition to the full-list announcement ad on Sept. 28 and 29, Falcon will receive a color spread in the Oct. 1 Sunday supplements.

■ Thunderbird, this year expanded to four models, will have its public introduction Oct. 12, and a selected newspaper list plus *The Wall Street Journal* and the *Journal of Commerce* will announce the T-Bird early in October.

The Thunderbird magazine schedule includes color spreads in *Newsweek*, *The New Yorker*, *Playbill*, *Sunset Magazine*, *Time*, and *U.S. News & World Report* early in October; *Holiday*, *National Geographic*, *Sunset*, and *Town & Country* in November. Single pages will follow in some of these publications.

Thunderbird will receive its share of tv commercials on Ford's three programs, according to the division.

Fairlane ad plans have not been completed, but they center around the car's late fall introduction.

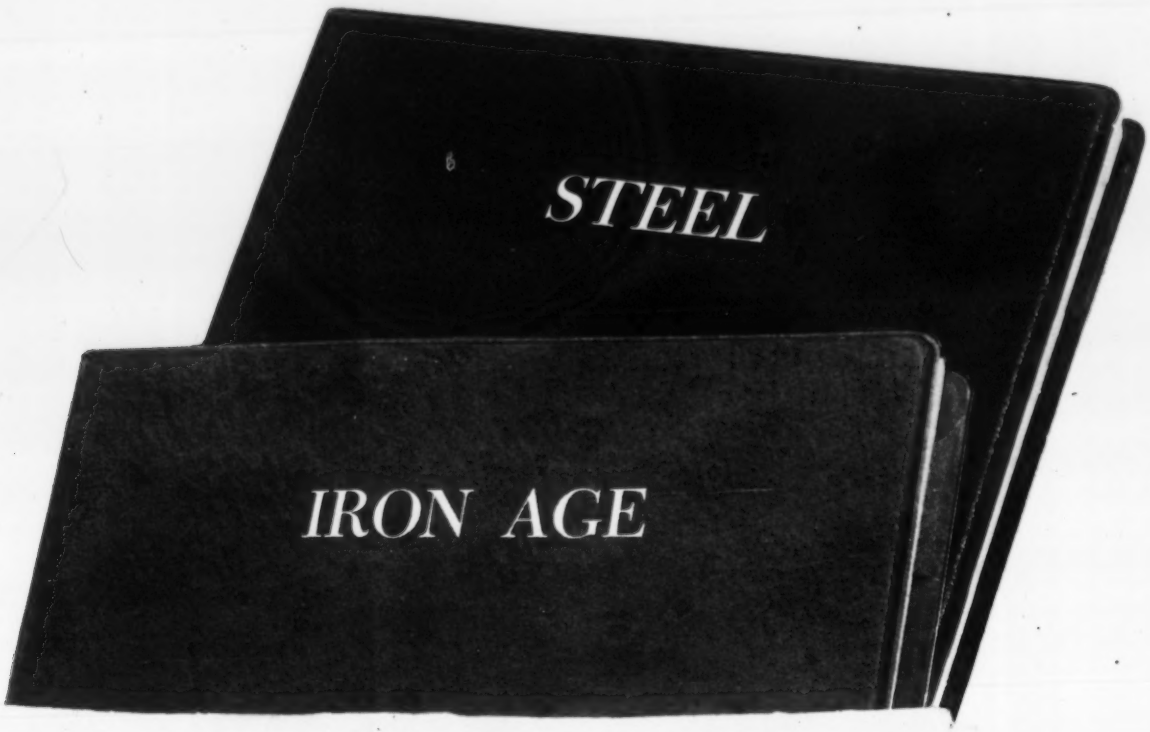
J. Walter Thompson is the Ford car agency. #

Fisher Mills Boosts Erzinger

Robert L. Erzinger, who joined the sales staff of Fisher Flouring Mills Co., Seattle, in 1945 and became manager of the grocery products division in 1956, has been appointed vp in charge of sales and advertising for the grocery products division. The grocery products line includes flours, mixes and cereals for home use.

'American Home' Boosts Meeks

Robert G. Meeks, who has been with *American Home* since 1957, has been named associate sales manager of the monthly's Chicago office.



Today's Index

General 1 8, 17, 19
Tooling & Mfg. ..... 9 - 13
Parts & Components ..... 14 - 16
Metals ..... 17 - 19
Financial 20, 21
Obituaries 22

P.O. Notice — Send Form 3579 to 7 E. 12th St., New York 3, N. Y.

Metalworking News

THE INDUSTRY'S WEEKLY NEWSPAPER

A FAIRCHILD PUBLICATION

Copyright 1961, by Fairchild Publications, Inc.

Printed in U. S. A.

Vol. 2 Whole No. 46 ★ ★ ★ NEW YORK 3, N.Y., MONDAY, AUG. 21, 1961 TEN CENTS Payable in Advance One Year $5

Brandenburg Gate

Embargo Would Close E. Zone Plants: Bonn

By PETER HEAD

Cable, Fairchild News Service

DUESSELDORF, West Germany—A long-term embargo on shipments of machine tools, machinery, parts and steel to East Germany by Western countries would halt East German metalworking industries, it was reported by industry and Government sources in Bonn last week.

It was pointed out that since steel is the largest single item in trade between East Germany and Western countries any halt in steel flow, even and would have a crippling effect upon East German industry.

Reportedly East Germany has lobbied for increased allocations from Russian steel sources without success.

According to industrial circles here, East Germany is using the Western standard of measurement.

3 Chicago Casters Mull L-D Process

Special to Metalworking News

CHICAGO—At least three leading companies in this area are considering the use of the Linz-Donawitz process in their casting operations. B

Refuse Comment On Probe Report

Special to Metalworking News

WASHINGTON — Justice Department and anti-trust specialists refused to comment on reports that they ordered major generator manufacturers to turn over corporate records as part of a department investigation.

According to the reports, 46 members of the Motor Generators Division, National Electrical Manufacturers Association, were subpoenaed to present records to the department.

Documents called for are said to date back as far as 1956.

$5 Million Loan Fund For Tools Seen Near

By ROBERT BARR

Special to Metalworking News

WASHINGTON — A $5 million revolving loan fund for machine tools and other equipment is expected to win final Congressional approval shortly as part of the foreign aid authorization legislation.

This revolving loan fund was approved by the Senate Foreign Relations Committee and House Foreign Affairs Committee in almost identical language as Section 608 of the foreign aid bills (S. 1983 and H.R. 8400). Congress will vote money in a separate ac-

See No Spread In Price Cuts

Tool, Specialty Lines

Foreign Steel Makers Bid for More US Sales

Fairchild News Service ©

An increasing number of salesmen for foreign tool and specialty steels have been calling on purchasing agents for steel service centers and metalworking firms.

However, these buyers disagree as to whether or not import steels in these categories are making sizable inroads in the United States.

A tenacity survey by Fairchild News Services indicates that due to 'buy American' sentiment buyers tend to minimize to the public the amount of foreign purchases they make, if any. Nevertheless, several admitted the price differential is forcing them to seriously reconsider their position regarding imported steels.

In some areas tool steel buyers are reported using price lists as a hammer to try to get price deals out of domestic salesmen.

In St. Louis, some buyers, while using the foreign price list to draw concessions, admit that buying domestically offers them consistently good quality, delivery, and the advantage of knowing where to go if you're not satisfied.

In Philadelphia, while both large and small firms said they used to import tool and specialty steels in their operations, a steel service center official dealing in domestic tool and specialty steels said that there is pressure being felt by firms using imported steels to keep it as secret as possible.

The official said that this pressure is coming primarily from the 'Buy America' sentiment that stems from the general economic climate in the United States.

The bigger firms are, for the most part, using domestic steels, he said, but if they are using imported steels they "probably

take a look at all three....

There are three major metalworking weeklies to consider for 1962 media decisions: Iron Age, Steel and Metalworking News.

You can't pick between two any more. Make a choice, but *look at all three.*

Any new publication in an industry so heavily populated with media as metalworking which can rack up a paid circulation of over 25,000 in ten months deserves your most serious consideration.

THE BIG DIFFERENCE IS NEWS

Consumer Psychology Unit Is APA Milestone

(Continued from Page 1)

psychologists' group to threaten to change the site of its 1962 convention, which is scheduled for St. Louis. From a size standpoint, the annual APA meeting is a plum for any city.

The influx of psychologists into the marketing field was pointed up yesterday in an address by Dik Warren Twedt, president of Faison & Twedt, Chicago market research company. Dr. Twedt, who is president of the new consumer psychology division, reported that the new APA unit starts off with 244 members, broken down and characterized as follows:

- Half the members come from the eastern seaboard—one-fourth from the New York area. The Midwest accounts for another third.
- The largest occupational grouping is "consultants," accounting for 36%—followed by college teachers (21%), industry (14%), advertising agencies (13%), service organizations (7%), government (5%) and media (4%).
- 75% of the consumer psychologists hold Ph.D. degrees, compared with 62% for the rest of the APA membership.
- 42% are certified in their own states as psychologists, compared with only 28% for other APA members.
- Job mobility is greater—the number of median employers since graduation was three for Division 23 members, against two for the general APA membership.
- Median age is 39, one year younger than that of the general membership.

■ Dr. Twedt traced the growth of the consumer psychology movement back to Harlow Gale and Walter Dill Scott at the turn of the century and through Daniel Starch, Gallup, Roper and Crossley in the 1930s. He pointed out, however, that at the end of World War II there were only about a dozen qualified individuals in the U.S. who were working fulltime as consumer psychologists.

"But then," he added, "motivation psychology flowered. . . The findings of the motivation researchers were often controversial, which was not surprising in view of the fact that they so often resorted to very small samples of consumers, a few projective techniques and clinical insight—rather than more comprehensive research with representative samples large enough to yield workably small errors of estimate.

■ "There is no denying the fact that they stirred the creative juices (and sometimes the creative ire) of the advertising people who were exposed to their conclusions. In the long view, however, it seems likely that the big fuss over MR has helped to focus interest—among business men and among psychologists and graduate students—on the application of psychological principles to the explanation and prediction of consumer behavior.

"During the past decade the growth curve of APA members entering consumer psychology has been sharply and positively accelerated, which suggests that both the consumer psychologists and their employers and clients have found their effort productive."

■ Dr. Twedt went on to depict the consumer psychologist as "the missing communications link between producer and consumer," helping the manufacturer "to establish a clear image of his product in the consumer's mind."

Outlining the many areas in which psychologists can play an important role in marketing—construction of better learning models, studies of the relationship between advertising input and sales output, development of criteria for inter-media comparisons—Dr. Twedt concluded by stressing the consumer psychologist's obligations: "We have an obligation to use our knowledge of human behavior both wisely and honorably. We have an obligation to the consumer to refrain from using our skills as psychologists to help sell a product or service in ways we know to be untruthful. And we also have an obligation to the maker of the goods to help him know better what to make, and how he can best present his product to the public."

■ This characterization of the psychologist as a bridge between the manufacturer and the consumer was the dominant theme in other reports given here this week. Charles Swanson, research manager of Curtis Publishing Co., reported on the Pontiac study, showing that when Pontiac made a radical model change in 1957, psychological research, involving pretesting of MacManus, John & Adams advertising, was able to predict with great accuracy the resulting changes in the consumer's image of Pontiac. Dr. Swanson contended that psychologists today "have a tremendous opportunity" to light the way for marketers but he deplored the slowness of researchers to make use of psychological tools already successfully tested in the non-commercial world. "We must close the gap between theory and practice," he said.

■ George Katona, of the University of Michigan's survey research center, told the APA meeting that the consumer psychologist can best serve industry by informing manufacturers of changes in attitudes. These changes, he pointed out, often provide the first clue to a buying surge or decline. Dr. Katona, deflating the "hidden persuaders" thesis, asserted that the ability of consumer psychology to reveal hidden motives and manipulate consumer buying "is quite limited."

Drs. Swanson and Katona, speaking this morning in the Grand Ballroom of the Commodore Hotel, attracted only a handful of their colleagues as listeners—no more than 35. On the other hand, a large crowd—well over 150—showed up this afternoon to hear Dr. Dichter, president of the Institute of Motivational Research, and Burleigh Gardner, head of Social Research Inc., Chicago.

■ Tossed a simulated problem by the chairman, Dr. Dichter showed how he would approach the problem of a mythical $300,000,000 food company (condiments and canned foods) with poor brand loyalty. He emphasized the importance of isolating the "psychological requirements" of the products. He asked: Does the product have a masculine or feminine image? A young or old image? Is it bought with guilt feelings? Is it a product consumers tend to forget to buy?

As usual, Dr. Dichter cited a number of examples from his own work. In a study of the ketchup market, he said, it was found that ads which show ketchup spread all over hamburger were ineffective because it denied the creativeness of the housewife; Sara Lee frozen cakes were able to overcome guilt feelings of buyers by making a product which was so good that it justified a high price, three times what it would cost the housewife to make her own cake; Ovaltine originally came from Switzerland and research showed that advertising stressing this Swiss background was more effective than any health theme.

■ Dr. Gardner, praising Dr. Dichter as a "behavioral scientist," said that many times (and the simulated problem was one, he indicated) researchers asked to do a study first have to determine whether it would really do the company any good to conduct such research. Sometimes, he said, the problem is within the corporate walls and not with the consumer—and the best answer is: "Fire the management."

Dr. Gardner compared the situation with that of a physician who is asked by his patient who has a headache to prescribe that new antibiotic he read about. "The doctor tells him what he can do," Dr. Gardner observed—but he added that, unfortunately, in the market research business, researchers have not yet achieved the "status" and "arrogance" of physicians to be able to talk to the client in this manner. ≠

FAMILY DAY—*Equitable Savings & Loan Assn.—Deschutes Branch, Bend, Ore.— is using this b&w ad to herald family day at its new headquarters. Gerber Advertising Agency, Portland, Ore., is the agency.*

Reynolds Votes Stock Split, Number of Authorized Shares

Stockholders of R. J. Reynolds Tobacco Co., manufacturer of Winston, Salem and Camel cigarets, yesterday voted to split the stock two for one, and increase the company's authorized shares from 30,000,000 to 60,000,000. With this distribution, Reynolds will have 40,000,000 shares outstanding, as against 20,000,000 at present.

A. H. Galloway, president, said that doubling the unissued shares would increase Reynolds' "flexibility" in considering acquisition possibilities. However, the company had no intention at present of issuing any of these shares. Reynolds was still "looking around" for acquisitions.

Robert Sabin Joins Eldon as Advertising Manager

Robert B. Sabin has been appointed advertising and sales promotion manager of Eldon Industries, Hawthorne, Cal. He will be concerned with Eldon toys and fiber glass products and Ungar soldering tools and toys. Mr. Sabin was formerly with Erwin Wasey, Ruthrauff & Ryan and before that, with Allmayer, Fox & Reshkin and Safeway Stores.

Equitable Savings Promotes Self With Open Houses, Concert

PORTLAND, ORE., Sept. 7—For Equitable Savings & Loan Assn., now operating with 12 branches in two states, the opening of a new branch office has been worked out to a standard promotion that utilizes radio, tv, newspapers, direct mail and climaxes with an open house and a concert on carillon bells.

Seven branches have been opened in the past year. The high point generally has come with an open house on Thursday, Friday and Saturday. Two weeks in advance, ads in newspaper, radio, and in some instances tv, start to appear. At the end of the first week the number of insertions and air time are increased. During the past year Equitable has run not less than one newspaper ad a day and often had two or three ads appearing each day just prior to and during the open house.

Supporting the newspaper promotion was a radio spot schedule, generally 10 spots a day on each station in the area. When tv was used, Equitable generally bought two spots a day.

■ Direct mail was also used in the area of the new office. In smaller cities, direct mail went to all families. In Portland, direct mail covered the shopping area adjacent to the new branch, usually about 25,000 families. Direct mail carried a piece of a picture puzzle and asked, "Is this the missing Equitable puzzle piece?" The test was to bring the piece to Equitable's new office. Winners, 50 in all, had a choice of gifts including wrist watches, mixers and a camera.

Equitable also gave away a "Free $1 savings account." For this, $1 passbooks were placed at supermarkets and other retail stores in the area and were handed out at the Equitable office. A majority of those opening these accounts with a free $1 added their own money immediately, Equitable told ADVERTISING AGE.

Each open house turned into a full house, the savings & loan institution reported. At Bend, Ore., the crowd during the three days was estimated at more than 9,000, and at Eastport branch in Portland, Ore., and the Tacoma, Wash. branch, attendance exceeded this figure.

■ Each of the new Equitable offices has an installation of carillon bells. Each set was dedicated to the city with a concert by Prof. Thomas Roberts of Oregon State University. In Bend, Coos Bay and Newport, Ore., and in Tacoma, Equitable reported standing room only for the evening concert.

Equitable, 71 years old, recently passed the $400,000,000 mark in total savings.

Gerber Advertising Agency handles the account. ≠

New Texas Sales Tax Will Affect Newspapers, Magazines

Robert S. Calvert, comptroller of the state of Texas, has ruled that the new 2% sales tax applies to newspapers and magazines. Publishers are liable for collecting and remitting the tax on all subscription sales made on or after Sept. 1, the day the sales tax became effective, he said. Publishers also are liable for the tax when the publications are delivered into the hands of salesmen for street sales.

San Antonio Channel 41 Sold

Emilio Azcarraga Vidaurreta, Mexico City television official, has acquired control of Channel 41, San Antonio, Tex., and will convert the station to Spanish language programming.

Henri, Hurst, Admiral Split

(Continued from Page 1)

of a new agency.

■ Both Admiral and Henri, Hurst declined to say why the agency was released. Reliable sources told AA, however, that Admiral felt that it needed a larger agency with more facilities, especially in the areas of marketing and research.

Admiral has been the largest account at Henri, Hurst since the agency secured the business more than five years ago, following the departure of Russel M. Seeds Co. (AA, June 18, '56). At that time Admiral reportedly was billing between $4,000,000 and $6,000,000. (Seeds later became Keyes, Madden & Jones.)

■ Although the company has a total ad-promotion budget of $7,000,000 this year, slightly more than $2,000,000 is commissionable.

The Admiral business represents at least 25% of Henri, Hurst's total billings, as the agency reported billings in 1960 of $7,500,000. The agency will handle Admiral billings until the end of the year, the company said. ≠

NAB Officially Names Swezey, Wasilewski

WASHINGTON, Sept. 7—Robert D. Swezey, today was officially appointed director of the new code authority of the National Assn. of Broadcasters, and Vincent T. Wasilewski was designated exec vp.

Both appointments had been reported several weeks ago (AA, Aug. 21), but the official announcement was delayed while NAB President LeRoy Collins was vacationing.

Mr. Swezey is a veteran broadcaster, former NAB board member, and chairman of the NAB television board. His most recent broadcast industry experience was as general manager and part owner of WDSU, New Orleans, from 1948 until 1960. Subsequently he was a special assistant to the Secretary of Labor in the final months of the Eisenhower administration.

Mr. Wasilewski has been on NAB's staff for almost 12 years, currently as vp for government affairs.

■ The two new posts are the key positions created under a plan for a reorganized NAB, proposed by Mr. Collins last spring. As director of the code authority, Mr. Swezey is to have charge of both the radio and tv codes. ≠

'SEP' Appoints Three

Ronald E. Waight, formerly with Handy Andy, a Canadian merchandising organization, has been named grocery products marketing manager of *The Saturday Evening Post*, New York. Mr. Waight succeeds Joseph Quinn, who resigned to open his own business. Joseph Welty, formerly with the research department of Curtis Publishing Co., has been named to the *Post*'s New York sales staff. Thelma Imschweiler, formerly with *SEP*'s vehicle marketing division, has been named assistant to the trade relations manager.

Better Vision Taps Kohler

Albert A. Kohler Co., Old Greenwich, Conn., has been named to handle the creative work and other services for trade communications in connection with the Better Vision Program of Better Vision Institute, New York. Consumer advertising for the institute is handled by Doherty, Clifford, Steers & Shenfield.

PHOTO BY CORRY

Concentrated COVERAGE where it counts...

Whether you must keep the steak on your eye, or your eye on the stake you have in a fair share of sales in the 3 top markets of New York, Chicago and Philadelphia, concentrated COVERAGE where it counts pays off in successful results.

The average family in these 3 enormous markets enjoys an Effective Buying Income that is 28% greater than that of the remainder of the nation, and consequently spends 9% more money for All Retail purchases, 14% more for Food, 22% more for Furniture, Furnishings and Appliances, and 74% more for Apparel than the average family in the rest of the United States.

Within the most profitable sales area of New York, Chicago and Philadelphia — where competition is keenest and sales rewards are greatest — *there is no substitute* for FIRST 3 MARKETS' solid 54% COVERAGE of all families.

Concentrate COVERAGE where it counts . . . with FIRST 3 MARKETS GROUP.

THE GROUP WITH THE SUNDAY PUNCH

FIRST 3 MARKETS GROUP

ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine
Chicago Sunday Tribune Magazine
Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 17, N.Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • CHICAGO 11, Ill., Tribune Tower, SUperior 7-0043 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, GArfield 1-7946 • LOS ANGELES 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557

The Advertising Market Place

Rates: $1.50 per line, minimum charge $6.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Replies are forwarded daily. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1961 — 50,291

HELP WANTED

DIRECT MAIL

Advertising and Sales Promotion Manager wanted by publisher of books and periodicals. Must have good background in direct mail. Excellent opportunity in growing organization. Located in large midwestern city. Send resume to:

Box 5190, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ACCOUNT EXECUTIVES

find jobs quickly through **Strictly Ad Personnel** . . . and all they pay is $10. No employment fees. For details about this unique service, **WRITE** to:

STRICTLY AD PERSONNEL
60 East 42nd St. New York 17, N.Y.
Or phone for appointment: YU 6-6947

ADVERTISING SPACE SALESMAN

Excellent opportunity in business publication space sales for experienced man. Will travel to ⅓ time out of Chicago office. Cover 5 states. Salary to $7,500. plus commission. Submit resume in confidence to:

Box 5191, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPY-CONTACT

Industrial and consumer accounts. Send complete resume. **Jacobson Advertising, Inc., 327 Michigan Ave., Sheboygan, Wisc.**

MOLENE PERSONNEL SERVICE

publicity ..... editors
adv. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

ARTIST (LAYOUT)

MALE OR FEMALE for art department in solid, small Chicago agency, servicing industrial accounts.

Qualifications: Minimum of 5 years agency, studio experience. Must render professionally—and have basic knowledge of assembly-keyline-production.

Pleasant working conditions—paid vacation—salary open.

Mail personal resume. Appointment to see samples will be arranged.

Box 5192, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

VERSATILE CIRCULATION MAN

NEEDED: We are a growing mutiple business magazine publishing company looking for eventual replacement of Circulation Director. We need a hard-hitting, hard-working experienced circulation man who can write convincing promotion as well as know fulfillment procedures for both ABC and BPA publications. Ideal living conditions in quiet progressive mid-west community. Attractive salary, profit sharing, pension, group insurance and other fringe benefits. Give age, experience and salary required in first letter.

Box 5193, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MAGAZINE Production assistant to vice president in charge of manufacturing. Must be familiar with all phases of graphic arts, magazine letter press, offset and rotary printing. Growth opportunity for experienced magazine production man under 35 with fast growing publishing firm. Send resume to **E. Bronell, Cahners Publishing Co., 5 S. Wabash Ave., Chicago 3, Ill.** All replies will be held in strict confidence. Do not phone.

HELP WANTED

RETAIL LAYOUT MAN

Age 28-50. Department store layout background necessary. Emphasis on hard lines. Copy experience desired. Salary open. Akron, Ohio location. Liberal benefits. Send resume of experience and salary requirements to: **Employment Dept., The B. F. Goodrich Company, Akron 18, Ohio.**

NEEDLE IN A HAYSTACK? This is our third advertisement. Lots of replies but they're either shy on demonstrated ability or else think trees in So. Florida are all money trees. Established, medium-sized agency seeks all-around man who can sell new business and for whom the prospect of purchasing equivalent of full partnership in reasonable time is urge enough to pull in his belt initially. Make resume detailed. **P. O. Box 1098, Coral Gables, Fla.**

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE

Publishers Employment
154 E. Erie St., SU 7-2255, Chicago

PROMOTION EDITOR

Promotion writer/creator for mass circulation consumer magazine program. Unique operation by largest building materials manufacturer Chicago based. Need: campaign ideas, quick writing ability; knowledge of shelter field helpful. Age 24-32.

Box 5194, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Market Research, Phila. ad agency; heavy industry mkt res exper pref; stable, admin potential, unusual oppty. $9-12,500. **Consulting Specialists Personnel, 37 S. 20th St., Phila. Lo 3-5433.**

"NER" describes hundreds of $7,000-$35,000 Executive job openings monthly. Write for free copy. **National Employment Reports, 105 W. Adams, 830-G, Chicago 3**

COMMERCIAL LAYOUT ARTIST GENERAL FOODS CORPORATION

Post Division has opening for top creative package design layout artist.

Successful applicant must have demonstrated talents in the field. Must be able to grasp ideas and rough-word visualizations and translate these verbal concepts into preliminary and finished layouts.

The Post Division's package design activities will be permanently located at White Plains, New York.

Company representatives will interview at 17th floor, 250 Park Avenue, New York on Friday, September 15, 1961, 8 a.m. to 5 p.m.

Please call or send resumes to **Mr. Burton Pierce, Employment Manager, General Foods Corporation, 250 North Street, White Plains, New York.** WH 6-2500.

All qualified applicants considered regardless of race, creed, or national origin.

COPYWRITERS & ARTISTS

find jobs quickly through **Strictly Ad Personnel** . . . and all they pay is $10. No employment fees. For details about this unique service, **WRITE** to:

STRICTLY AD PERSONNEL
60 East 42nd St. New York 17, N.Y.
Or phone for appointment: YU 6-6947

POSITIONS WANTED

ELECTRONICS-BUILDING MATERIALS AUTOMATIC CONTROLS-AUTOMOTIVE Parts and other hard lines are my preoccupation. I write about them, talk about them and sell them. An engineer's enigma is inspiration for my descriptive ability. Technical Liason, Account Exec. Copy-Contact or Advertising Mgr. (my current position) are equally desirable. Permanent Chicago resident. Salary requirements commensurate with ability.

Box 5195, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AGENCY, TV-AM, PR EXPERIENCE MEDIA, LAYOUT, COPY PLANNING. FOLLOW-THRU. RESUME-REFERENCES. CHICAGO. BAYPORT 1-3817

ADVERTISING MANAGER-Handled adv., SP and PR for top plastics mfgr. Former staff man with three Chicago adv. agencies. Experienced executive and univ. grad. Desire position as adv. mgr. or asst. ad mgr. in metro. Chicago area.

Box 5196, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SEASONED TRADE PUBLICATION EXECUTIVE AVAILABLE

As sales manager, general manager, asst. to Publisher or Publisher. Well-versed in all phases of the business: editorial advertising, promotion, research. Strong in sales management with excellent personal selling record. Also would be interested in profit-sharing.

Box 5197, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING COPYWRITER

Seasoned pro seeks free lance assignments. 4A agency experience in varied consumer products. Deep industrial advertising background. Facile, versatile writer with top creative ability. Writes copy that TELLS and SELLS. Strong on sparkling headlines. New York area.

Box 5198, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

EXECUTIVE SECRETARY-ASSISTANT

15 yrs top level ad agcy exp, wkg knowl. all depts, wants assist client/agency exec.

Box 5199, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Controller—39, Married: Currently employed by multiple publisher. 15 years experience in all phases of finance seeks opportunity with potential. Heavy on budgets and reports. Familiar with electronic data processing equipment. Will relocate. Resume on request.

Box 5200, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

New electronic publication seeks space representatives in Southeastern area. If you know this field and can handle a potentially hot magazine write:

Box 5202, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVE WANTED

Rep. wanted with his own magazines to work with expanding Chicago area rep. Office and secretarial facilities available. Immediate income. Reply in confidence.

Box 5201, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TRADE PAPER REPS WANTED FOR ILLINOIS-OHIO AREAS

Publishers space representatives (already representing other publications) wanted for specialized magazine serving business management. Above average commission. Submit complete resume.

Box 5133, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES AVAILABLE

Cleveland Based publishers rep. would like to hear from publishers desiring representation in Cleveland-Ptgh-Det. territory.

Box 5203, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MEDIA REPRESENTATIVE

Established representative would like proven publication. Consumer and industrial experience. Travel all New England. Thorough knowledge agencies, advertisers and territory. Salary or commission.

Box 5204, ADVERTISING AGE
630 Third Ave., New York 17, New York

BUSINESS OPPORTUNITIES

FOR SALE—Small Industrial Agency Make Ideal branch office. Youngstown Ohio

Box 5205, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CUT DIRECT MAIL COSTS VIA "AD-SERTS"

. . . your advertising inserts in mail order catalogs and packages, store and charge plan statements, grocery bags, etc. Used successfully by leading mailers. Write **"Ad-Serts", 10 E. 39th St., New York 16.**

For Buying and Selling PUBLISHING PROPERTIES contact W. B. GRIMES & CO. —Media Brokers— 2000 Florida Avenue, N.W. Washington 9, D.C. DEcatur 2-2311

WANT TO BUY Medium size trade publication in industrial field.

Box 27 Q 256, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

WANTED TO BUY

Small to medium size trade publication. Prefer industrial market.

Box 5167, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANT TO BUY TRADE PUBLICATIONS

Responsible buyers ready to act promptly and pay fair prices. Send data in confidence. **C. K. Feinberg, Publications Broker, Box 1036, Newark, N.J.**

MISCELLANEOUS

Must sell complete Motion Picture Production Department. Matched equipment for motion pictures, sound recording and stills. **Dial Milwaukee, CHestnut 2-2840.**

BUSINESS RESEARCH

by experienced personnel can produce newsletters, house organs, articles and booklets from start to finish for your public relations programs. Write or call for further information. **SEABOARD Publishing Co., Inc., 308 Keyser Bldg., Baltimore 2, Maryland. Mulberry 5-7688.**

HELP MAKE NEW WEAPON TO FIGHT COMMUNISM. For copy of Social Invention, send 25c to **P. O. Box 3872, Los Angeles 54, Calif.**

Your Christmas Card can stand apart from other cards so numerous, if you have special verse composed that's humble, hip or humorous. Free details. **Ned Cronk, 103 Park Avenue, N.Y. 17, N.Y.**

Advertising and Promotion Man

Delco Radio Division of General Motors, a leader in the field of semiconductors and electronics, has an immediate opening for a man experienced in:

ADVERTISING · SALES PROMOTION MERCHANDISING

Electronics background is desirable. If qualified and interested, send your resume to the attention of Mr. C. D. Longshore, Supervisor of Salaried Employment.

DELCO RADIO DIVISION OF GENERAL MOTORS
KOKOMO, INDIANA
An equal opportunity employer

SKIN DIVING PICTURES

Authentic underwater pictures with diving gear used correctly. Unusual color or black & white photos as only experts can provide.

SKIN DIVER PUBLICATIONS, INC.
P. O. Box 111 Lynwood, Calif.
Publishers of SKIN DIVER MAGAZINE and DIVING NEWS

Agency Presidents, Marketing VPs . . .

YOUR MAN IN TEXAS

is available to represent you on full-time or part-time basis. Seasoned, mature major agency VP now in Dallas will act as your Southwest office on retainer. 20 years exp. as acct. supvr., writer & branch mgr. Don't compromise by sending low-salaried, full-time youngster to cover this booming area. I can give you top-flight, professional representation — as much or as little as you need. Tell me your needs. All replies answered in strictest confidence.

Box 896, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

TO A GOOD ADVERTISING AGENCY WITH THIS ONE IMPORTANT FAULT

Like ourselves, this small to medium sized Chicago agency works so hard and so long doing an outstanding job on its present accounts, that very little constructive time and effort can be devoted to the development of new business. We'd like to sit down and discuss the possibilities of merger with this agency. The goal, of course, is (1) to build an even better organization from the standpoint of serving present clientele, and (2) through the integration of talent and facilities, develop a realistic and sustained new business program that will do justice to what the agency has to offer. We are a sound, well recognized, and unusually capable organization. If your thinking runs in similar channels, why not drop us a line. Complete confidence assured.

Box 862, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

TRAVEL COSTS YOU NOTHING WHEN AN APR MAN DOES IT FOR YOU!

Association of Publishers Representatives
310 East 49th St.
New York 17, N.Y.
90 MEMBERS

APR

MOVING? SEND FOR BOOKLET

A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, work-saving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation. Edward Swann, Burnham Van Service, Inc., 1634 Second Avenue, Columbus, Georgia.

BIG, BIG, BIG "ADVERTISING BY COMMITTEE" ON MADISON AVE. IS LIKE A HERNIA AT A WEIGHT-LIFTER'S CONVENTION!

Nationally famous announcer and TV-Radio Personality is interested in exploring possibilities of alert advertising agencies and/or radio and television stations WEST, EAST, AND SOUTH OF THE HUDSON RIVER.

I create ideas for campaigns.
I write believable, selling copy.
I write successful jingles.
I have a solid personal relationship with national sponsors, agencies, networks and talent agents.
I am a public speaker and public citizen, interested in becoming an integral part of a community.

Communications confidential!

Box 892, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

Fine, Fast, Fairly Priced Photography

pics photographers
DEARBORN 2-1082
107 NORTH LASALLE STREET CHICAGO 1, ILLINOIS

PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

Advertising Agency

PRESIDENTIAL TIMBER

$50-75,000

We're sure that, until he read this ad, the man we seek was not actively entertaining the idea of changing jobs. Not that the thought had never entered his mind, for he must be enough of a realist to know there is no Nirvana on Madison Avenue—no perfect job anywhere. It is just a matter of the degree of discontent with his present job. He may be dissatisfied with his present agency's lack of growth, his financial remuneration, his opportunity for management participation, or with his own day-to-day activities. The job we are recruiting for is not a perfect one either, but it does offer opportunity for growth, management participation, financial reward, and ego gratification in large measure—larger, we hope, than that currently enjoyed by the man we seek. Our client, a major New York ad agency with billings in excess of 25 million (don't guess), wants to add a "fourth post" to its management structure. The right man should bring to the job a wealth of experience in the areas of account supervision and agency management on a policy making level. He should possess a sufficient degree of business sophistication and personal charm to enable him to work efficiently with top echelon client executives and participate in new business activities. His Madison Avenue track record should prove unmistakably that he has the needed qualifications to justify his possible eventual assumption of the presidency of the agency.

The man we seek may not see this ad, but we hope a friend of his will, and tell him about it. He can also tell him that our fifteen year reputation as the largest communications placement agency in the country should be ample guarantee of the confidential manner in which all inquiries will be handled!

Jerry Fields
JERRY FIELDS ASSOCIATES
Advertising
Personnel Management
16 East 52nd St., N.Y.C. • PLaza 3-4123

the copy shop
MU 3-1455
270 madison/ny 16

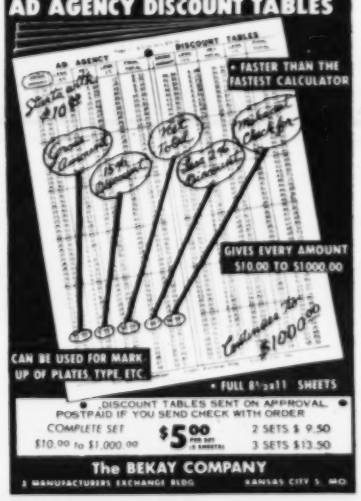
COPYWRITING STUDIO
Confidential Work
Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee.
Persuasive Communication any kind—any medium

NEVER UNDERESTIMATE THE POWER OF A PREMIUM

JR. PRO HELMET
Sturdy plastic; double-bar face guard & strap. Adjustable. We mail, handle all details. Details free, or send $3 for sample.
$3 in the mail!
MARLEY PREMIUM SERVICE
of Kansas City
2506 W. 79th, PRAIRIE VILLAGE, KS.
ESTABLISHED 1941

TECHNICAL WRITER
. . . who wishes to broaden his scope into industrial marketing. Must be able to plan and execute PUBLICITY - SALES PROMOTION - ADVERTISING programs for sales divisions serving chemical markets. Chemical degree preferred; chemical experience and/or comprehension acceptable. No ivory tower job . . . excellent opportunity for self starter in Marketing Division. Starting salary $8,000, and higher.
Please submit resume to
PERSONNEL DIRECTOR
SELAS
CORP. OF AMERICA
DRESHER, PA.

Now YOU CAN FIGURE
AD AGENCY SPACE DISCOUNTS
(15 AND 2%)
in ½ of a Second!
with the New
AD AGENCY DISCOUNT TABLES



• DISCOUNT TABLES SENT ON APPROVAL •
POSTPAID IF YOU SEND CHECK WITH ORDER
COMPLETE SET $10.00 to $1,000.00 **$5.00** PER SET OF 4 SHEETS
2 SETS $ 9.50
3 SETS $13.50
The BEKAY COMPANY
2 MANUFACTURERS EXCHANGE BLDG KANSAS CITY 5, MO.

DREAM FOR SALE
Retirement business developed by late advt. exec. Fourteen Apts., Restaurant, Marina with 35 boat capacity. Private Ocean Beach. Tropical garden overlooking Inland Waterway. Located on exclusive island 18 mi. N. of Palm Beach. Owner: **Mrs. W. L. Shinnick, R.F.D. #1, JUPITER, FLORIDA.**

BIRCH Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON - SUITE 1418
CHICAGO 2, ILL.
CEntral 6-5670

Our 50th Year
SPACE SALES—Electronic pub. Chicago & mid-west territory $10,000
COPYWRITER—must have paint, varnish technical background 10,000
COPYWRITER TRAINEE—good oppty., medium size Chicago agency 6,000
MANY MORE—MAIL RESUME
GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

MARKETING MERCHANDISING EXECUTIVE
Solid 13 year background in drug merchandising and sales with special emphasis on supermarket and toiletry merchandising fields. Many valuable contacts. A top-notch planner with a flair for product development—practical as well as profit wise. Desires challenging new position.
Box 893, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

MARKETING
RESEARCH
ANALYST
To design and implement national surveys covering product testing, marketing potential and sales forecasting; data interpretation and "action recommendations" for major insurance firm's Los Angeles Home Office.
Position requires the ability to do independent and original work and a high degree of initiative and judgment. Degree with Marketing major, minimum 5 years' experience. Outstanding program of benefits including non-contributory retirement plan.
OCCIDENTAL LIFE
1151 S. BROADWAY Main Floor.

YOU CAN BE REPRESENTED IN WASHINGTON, D.C.
Without the costly expense of a branch office your firm or client can operate in Washington or the entire East Coast. A few of our services are • Monitoring & Discrepancy reports • Research • Public Relations • Media Selection • Publicity • Marketing • Complete Advertising Agency facilities include—Layout—Copy—Production—Technical Writers.
Box 895, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

ADVERTISING—SALES PROMOTION MAN
For leading consumer food company—national and regional advertising programs—must be experienced in all media and have food products experience. Age about 30. Send resume and salary requirements to—
Advertising Director, The Rath Packing Company, Waterloo, Iowa.

ADVERTISING SALESMAN
Leading food trade magazine needs ambitious space salesman. Headquarters in Chicago or Milwaukee. Covering midwest states. Some experience desired. Write:
Box 898, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

EASTERN SALES MANAGER WANTED
By San Francisco based National trade paper representative firm. Unlimited opportunity. Send sales record in confidence.
Box 27 Q 213, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

TOP COPY PRO
18 years exp. major agency as copy/contact on blue chip accts. Beer, soft drinks, liquor, automotive, appliances, food, industrial. Big agency branch mgr., VP. Interested in senior writer, copy chief or copy/contact. Will re-locate.
Box 897, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ACCOUNT EXECUTIVE
Wide experience in all phases of Advertising, Marketing—Sales—Copy—Media. Top level client contact. 10 years experience with 4A agencies (mostly in N.Y.) handling food, liquor, publication & financial accounts. Firsthand knowledge of both vital West Coast & East Coast markets. After over 2 years in Los Angeles, plan to return Oct. 1 to New York. Presently employed by Los Angeles Agency. Age 39. Resume on request.
Box 27 Q 24, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

DON HARRIS NEEDS:
SPECIAL NOTE: (The man-market keeps getting stronger. But wobbling profit margins have made even big employers sharper negotiators. Growing room can be more important than moving at a big advance.)
AE, big food account. Delightful city . . . . . to $20M
MARKET RESEARCH, foods, other consumer. Could be now with large multi-product food company . . . . . to $14M
COPY CHIEF. Long-established smaller agency. Print and broadcast. Creative director potential helpful. Fringes plus $12-13M
DON HARRIS, Director
LOU PAETH, Associate Director
Advertising & Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago WA 2-9400

ADVERTISING ASSISTANT HOSPITAL AND LABORATORY
A challenging opportunity with excellent growth potential available in expanding hospital and laboratory organization. The man we need must be able to assume responsibility in all areas of sales promotion including journal, direct mail, conventions, dealer participation programs, etc. Should have college training with important biological background. Direct and dealer sales experience desired but not essential. Send resume and salary requirements to:
Professional Division
P. O. Box E
Riverside, Illinois

BROADCAST WRITER
The man we want can write Radio and Television Commercials. He has enough experience to plan them—write them—supervise them. He can work with good agency producers to get the most out of the copy he writes. He can coordinate his ideas and work with print writers so that clients get campaigns that sell well in all media. If he has experience in food, beverages, utilities, transportation, finance—so much the better. The man we're looking for is hard to find. But we're willing to search long enough to locate him. When we find him, he'll join our expanding 10 million, 4A agency with profit-sharing plan, retirement fund, life insurance, and the opportunity to buy stock. Are you the man? If so, write us about yourself and your Radio-Television experience. Include your current base salary. Write to Robert V. Walsh, V.P.—Radio-TV, VanSant—Dugdale, 15 E. Fayette St., Baltimore 2, Md.

Leonard & Preston Merges With Warren & Litzenberger

Leonard & Preston Advertising Agency, Davenport, Ia., has been merged into Warren & Litzenberger Advertising, Davenport. Sam Preston has become an associate of Warren & Litzenberger. He is presently on leave of absence, serving as vp-marketing of Lake-States Conservation Co., Waukesha, Wis.

Kilroy Adds Potato Chips

Kilroy Advertising, St. Louis, has been named to handle advertising for Cardinal Potato Chips Co., St. Louis. Kilroy will handle the company's new product packaging program as well as regular advertising.

Iwan Ries Names Scott

R. Jack Scott Inc., Chicago, has been named to handle retail and national mail-order advertising for Iwan Ries & Co., Chicago tobacconist. Magazines, newspapers and direct mail will be used.

CONTEMPORAMA—*Flexsteel Industries, Waxahachie, Tex., will use this four-color ad in the November issue of Living for Young Homemakers for its Contemporama line. Waxahachie Advertising Agency is placing the ad.*

BIG RESULTS

from small ads in the classified section

Your low-cost message in The Advertising Market Place gets exceptional results because it hits over 177,000 top marketing men who are in the mood to hire, buy and sell. Gamble a few dollars with the coupon below, and stand by for fast action!

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.50 per line, minimum charge $6.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $19.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____

Street_____

City_____ Z___ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

TO:
AGENCY AVAILABLE FOR MERGER OR ACQUISITION

Our client, a well established and extremely capably staffed Chicago agency (19 people, $2 million in billing), will discuss merger with or acquisition by a progressive, marketing-oriented agency. Agency now serves a number of nationally recognized accounts. Primary objective of this relationship would be to establish broader opportunity for our clients, management and creative people.

Your reply will be treated in confidence.

Box 894, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Gottschaldt Adds Account

Gottschaldt & Associates, Coral Gables, Fla., has been named to handle advertising for Gay Products, Clearwater, Fla., manufacturer of leisure furniture. Magazines, trade publications and direct mail will be used in a national campaign.

Sandy Names Tamblyn

George S. Tamblyn has joined Hal Sandy Inc., Shawnee-Mission, Kan., and will be in charge of sales and client relations. Mr. Tamblyn was formerly an account executive with Winius-Brandon Co. and Allmayer, Fox & Reshkin Agency.

Potato, Onion Group Budgets

Idaho Potato & Onion Commission, Boise, has approved a $245,000 advertising budget for newspapers in 70 cities and magazine advertising. Cline Advertising Service, Boise, handles the account.

TWO THIRDS
. . . and more of
SOUTH CAROLINA'S

$3.0 billion INCOMES

$1.9 billion RETAIL SALES

Write now and ask the newspapers listed below or their representatives for new MARKET DATA BROCHURE. See their effective coverage of South Carolina . . . more than two-thirds of your sales potential in this state in every category.

Liberalized C. I. D. PLAN

DISCOUNTS FOR FREQUENCY OR BULK, WITH SAVINGS UP TO 17%

yours with . . .

THE BIG 3 IN S.C.

GREENVILLE
News and Piedmont
Repr. Ward-Griffith Co.

COLUMBIA
State and Record
Repr. The Branham Co.

CHARLESTON
News & Courier and Post
Repr. The John Budd Co.

Raisin Board Sets $176,000 Push in 6 Markets Abroad

FRESNO, Sept. 6—The California Raisin Advisory Board, in cooperation with the U.S. Foreign Agricultural Service, has allocated $176,000 for promotion of California raisins in five European nations and Japan.

Donald C. White, manager of the advisory board here, outlined the following programs to be carried on in each of the six countries:

Germany—Market research, product publicity and trade advertising aimed at recovering a formerly good export market. Consumer advertising is planned for a later date.

Sweden—Market research, product publicity and trade advertising aimed at encouraging greater use of raisins in baked goods.

Denmark—Consumer and trade advertising as well as direct mail promotion, with the same aim as that in Sweden.

France—Market research, trade advertising and product publicity in a new market for California raisins. Consumer advertising will be used eventually.

United Kingdom—Trade advertising and product publicity.

Japan—A general publicity promotion, market testing of high raisin content bread and market development.

■ The raisin industry, centered around Fresno, produces an average of 200,000 tons a year, valued at $50,000,000 at the farm level, constituting half of the world's production of raisins.

"This year," Mr. White said, "the board hopes to sell at least 30% of the raisin crop abroad. We also will carry on an intensive campaign in the U.S. where per capita consumption of raisins has fallen off." |=

Robertshaw-Fulton Taps Gelfo

Robertshaw-Fulton Controls Co., Richmond, has appointed Eugene R. Gelfo sales promotion manager of its thermostat division. He has been with the division since 1933.

NOW BACON'S CLIPS NEWSPAPERS offers expanded coverage!

All the daily newspapers covering the nation's manufacturing and marketing areas. Now you can get accurate coverage of both NEWSPAPERS and MAGAZINES with one bureau — BACON'S, the national standard for reliable clipping service.

Send for MARKET AREA MAP

Full details on BACON'S expanded coverage. Lists every magazine and newspaper we read. Map shows market areas covered by newspapers on our list. Send today for free copy.

BACON'S CLIPPING BUREAU
14 E. Jackson • Chicago 4
WA 2-8419

Bumstead Barrere Culligan Ephron Meden Rashbuam

RADIO-TV HUDDLE—*Matthew J. Culligan, of Interpublic Inc., new president of the Radio & Television Executives Society of New York, goes over plans for the 1961-'62 time buying and selling seminars with those in charge of the project. Included in the group are Roger Bumstead, MacManus, John & Adams; Claude Barrere, of the radio-tv society; Erwin Ephron, A. C. Nielsen Co.; Harold S. Meden, Franznick-Meden; and Cris Rashbuam, Harrington, Righter & Parsons. This season the seminars will switch from luncheon meetings to early evening work-and-study sessions.*

Pennsylvania Bill Exempts Media from Stock Tax

Pennsylvania's governor, David L. Lawrence, has signed into law a bill which exempts capital invested in publishing and broadcasting from the state's five-mill capital stock—franchise tax. The exemption, which extends to the "publishing of books, newspapers, magazines or other periodicals, printing and broadcasting radio and television programs by licensed commercial or educational stations," applies to such taxes imposed for 1958 and thereafter.

Self Help Mutual Sets Drive

Self Help Mutual, Chicago, life insurance organization, is testing a one-minute radio spot campaign in Waukegan, Ill. The spots are built on a family dialog format. Each spot has a 10-second tag for live identification of the local Self Help Mutual office. Advertising Promotions, Chicago, is the agency.

Emkay Names Rosenthal

Albert Jay Rosenthal & Co., Chicago, has been appointed advertising agency for Emkay, Chicago, fleet leasing service. A campaign in business and consumer magazines is planned.

PRIMERO*

In any language, The Cedar Rapids Gazette is Iowa's 1st newspaper in total advertising linage and provides 95% coverage of Iowa's 2nd largest market.

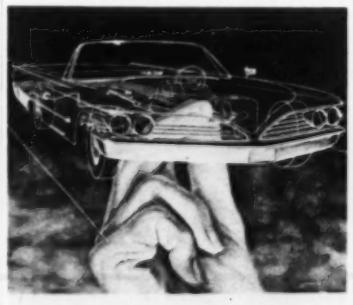
Represented by Allen-Klapp Co.

*PRIMERO means FIRST in Spanish

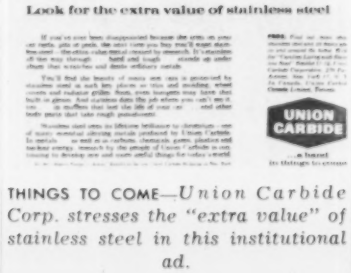
Union Carbide Drive to Push Stainless Steel

NEW YORK, Sept. 6—Union Carbide Corp. will continue to have "a hand in things to come" when the next stage of its continuing institutional campaign breaks in *Newsweek* Sept. 8.

For this portion of the regular program, the company's familiar giant hand will feature the uses of stainless steel. The first four-color ad, claiming, "Even the kitchen sink becomes a thing of beauty when it is made of shining stainless steel," is scheduled for September and October issues of *Business Week, Fortune, National Geographic, Nation's Business, Newsweek, Reader's Digest,* the *Wall Street Journal, Time* and *U.S. News & World Report.*



Look for the extra value of stainless steel



THINGS TO COME—*Union Carbide Corp. stresses the "extra value" of stainless steel in this institutional ad.*

The second ad, "roughly scheduled for October and November," will tie in with the introduction of 1962 model cars. Copy says: "If you've ever been disappointed because the trim on your car rusts, pits or peels, the next time you buy you'll want stainless steel—the extra-value metal created by research." And it adds: "Soon, even bumpers may have that built-in gleam."

A third ad, planned for early 1962, will feature the use of stainless steel for gutters and downspouts and other outdoor applications.

■ What is Union Carbide's interest in stainless steel? Stainless steel, the ads point out, owes its brilliance to chromium—"one of the many essential alloying metals produced by Union Carbide."

The ads also offer a free booklet, "Carefree Living with Stainless Steel," prepared by American Iron & Steel Institute's committee of stainless steel producers.

Each ad will be reproduced in mailings to 400 stainless steel producers, 250 fabricators and 700 warehouse centers, as well as 12,000 architects, 5,000 model home builders and 2,000 plumbing and heating wholesalers. Plans for the mailings have not been crystalized yet, but expectations are that several Union Carbide divisions, such as metals, may tie in with these mailings.

J. M. Mathes Inc. is the agency.

WIN THE NEVADARAMA SILVER MINE

Rainwater Joins Rosenwald

Ken Rainwater has joined the copy-contact department of Monte Rosenwald & Associates, Amarillo. He formerly held an advertising post with Shamrock Oil & Gas Corp.

Weintz to Schwab, Beatty

Walter Weintz, formerly promotion manager of *Reader's Digest*, has joined Schwab, Beatty & Porter, New York, as vp and creative director.

Top 25 Advertisers, Brands in Network TV

Second Quarter, 1961 and 1960, Gross Time Estimates

Source: TvB Figures from LNA-BAR

Advertisers

'61 Rank		1961	1960
1.	Procter & Gamble	$13,247,068	$12,506,267
2.	Lever Bros.	8,443,052	6,840,605
3.	American Home Products	7,859,091	8,365,411
4.	Colgate-Palmolive	4,981,283	5,856,924
5.	General Motors	4,753,884	5,131,783
6.	R. J. Reynolds	4,739,503	4,190,939
7.	General Foods	4,719,164	5,183,500
8.	General Mills	4,638,908	2,773,835
9.	Brown & Williamson	3,914,375	2,842,789
10.	Gillette	3,694,656	3,163,387
11.	Sterling Drug	3,417,421	3,957,891
12.	Texaco	3,327,770	3,006,100
13.	National Biscuit	3,274,536	2,658,916
14.	S. C. Johnson & Son	3,241,300	2,155,441
15.	Bristol-Myers	3,203,535	2,376,510
16.	P. Lorillard	3,184,379	1,488,157
17.	Miles Labs	3,004,013	2,165,031
18.	Du Pont	2,801,014	1,787,468
19.	Liggett & Myers	2,701,461	2,644,903
20.	American Tobacco	2,376,619	2,733,461
21.	National Dairy Products	2,318,952	2,204,134
22.	Philip Morris	2,186,094	3,201,998
23.	Kellogg	2,176,830	2,418,209
24.	Mead Johnson & Co.	2,076,163	†
25.	J. B. Williams	1,922,052	1,644,968

†Not in the medium in second quarter of 1960.

Brands

'61 Rank		1961	1960
1.	Anacin tablets	$ 2,608,938	$ 2,357,830
2.	Crest toothpaste	2,154,038	1,253,071
3.	Winston cigarets	2,137,269	1,721,234
4.	Metrecal	1,818,927	†
5.	Swan liquid detergent	1,745,510	†
6.	Salem cigarets	1,596,788	1,280,931
7.	Kent cigarets	1,548,989	948,897
8.	Chevrolet passenger cars	1,470,935	1,227,800
9.	Du Pont paints—home	1,447,734	†
10.	One a Day vitamin tablets	1,411,087	944,646
11.	Tide	1,378,752	1,323,187
12.	Bayer aspirin tablets	1,312,145	1,652,813
13.	Pall Mall cigarets	1,302,161	1,559,402
14.	Viceroy cigarets	1,285,648	1,064,639
15.	Beech-Nut gum	1,268,233	661,790
16.	Listerine oral antiseptic	1,255,675	476,855
17.	L&M filter tip cigarets	1,241,399	1,346,409
18.	Bufferin	1,231,091	1,220,579
19.	Colgate Dental Cream	1,177,544	1,374,834
20.	Gillette razors & blades	1,104,700	797,134
21.	Chesterfield cigarets	1,039,348	888,033
22.	Prudential Insurance	1,025,448	998,420
23.	Nabisco cookies	1,026,361	994,746
24.	Dristan tablets	1,021,214	2,183,068
25.	Alka-Seltzer	985,107	894,925

†Not in the medium in second quarter of 1960.

Net TV Spending Up 8% in 1st 6 Months, TvB Says

(Continued from Page 1)

based on estimates compiled for TvB by Leading National Advertisers and Broadcast Advertisers Reports.

Estimated gross time sales for the second quarter zoomed from last year's $164,335,671 to this year's $181,359,153. The six-month totals were $363,869,472 for 1961, compared with $336,294,077 for 1960. These estimates do not include talent-production charges, but they are inflated, since they omit the heavy time discounts earned by most big tv advertisers.

■ Getting big play on network tv during April-May-June were Metrecal, Swan liquid detergent and Du Pont paints for the home, none of which had a budget for the medium in the second quarter of 1960. Dristan, on the other hand, was off about $1,000,000 from its pace of a year ago.

Leading spenders by companies were Procter & Gamble, Lever Bros., American Home Products and Colgate. P&G was only a few million short of the total expenditure of the two runners-up. #

Ward Catalog to Offer Tours; Sears Plans Service

Montgomery Ward & Co., Chicago, will offer 25 planned trips in its Christmas catalog, to be published in early October. Package tours on the list range from a seven-day trip to Puerto Rico for $82 plus plane fare from Miami or New York to an around-the-world, 28-day trip for $2,047.89. The tours will also be offered in the company's retail and catalog stores in every state except Hawaii. Fugazy Travel Bureau, Chicago, will handle the arrangements.

At the same time, Sears, Roebuck & Co., Chicago, has announced it is working out details of a new travel service which will be administered by its subsidiary, Allstate Enterprises, through an arrangement with American Express Co. A series of tours is being offered initially to members of Allstate Motor Club and later is expected to be expanded and merchandised through Sears stores and catalogs.

College, High School Youth Target of $500,000 Remington Typewriter Drive

(Continued from Page 3)

become its carrying case.

The other is the Monarch, which bowed in Janaury, at $89.95. It "combines 12 extra features found only on machines over $100." Some of the pluses include an adjustable touch control, automatic column-setting, a variable line-spacer and a two-color ribbon control.

■ The units will appear via 700-line ads in 66 newspapers in 50 top markets. Remrand, which will pick up the entire tab on a national basis, nevertheless is slugging a dealer logo in each insertion. A week later, on Sept. 19, the company will run similar copy in 300-line ads in the same dailies, but without dealers' names.

Underscoring its fall student accent ("an untapped market that's wide open""), Remrand will run ads on the Holiday in some 2,000 high school newspapers. Copy will tell students "how to convince your parents you need a new Holiday portable by Remington." A coupon, addressed to the company's advertising and sales promotion manager, William P. Most, proclaims: "O.K.! Tell my parents I want and need a Holiday portable.'

Mention will be made of "Remington's selfteaching, touch-typing course that's a pushover to master!", which comes free with every machine.

■ Parents of interested young fry will receive from Remrand a letter which reads: "It's been proved that typing homework, instead of laborious hand-writing, can help improve school grades as much as 38%." Literature on the Holiday and the Monarch will be enclosed.

Remrand is supplying business managers of the high school publications with promotional packets. Dealers, meanwhile, are being clued on Remrand's high school romance, and supplied with 196-line ads, animated displays, stuffers and window streamers.

The campaign has also been adapted for the college level. There, the company will focus on the $89.95 Monarch. About 170 college papers are involved and, as with the high schoolers, couponed copy suggests "a little convincing" of moms and dads by Remrand.

■ Backing the campaigns will be b&w pages in *American Girl*, *Boys' Life*, *Seventeen*, *Junior Scholastic* and *Senior Scholastic*. This portion accounts for $150,000 of the four-month budget. Newspapers get $300,000 and business publications $20,000.

The typewriter maker's annual outlay is nearly $2,000,000, including sales promotion, most of which it does itself. And, while the emphasis is off broadcasting right now, a return to the medium is possible. Remrand, which once bought half of "Leave It to Beaver" (ABC-TV), now believes its locally oriented print program finds more favor with dealers.

The decision to hang its hat on a youthful hook this fall, according to Mr. Most, was inspired by several studies. "If kids are old enough to read, they're old enough to typewrite," he said. The company also is aware that the number of high school children is rapidly increasing—from 11,250,000 today to 14,500,000 by the mid-1960s and 16,000,000 by 1970.

Aiming at Joe College, Remrand has stressed that 1,000,000 of the 3,500,000 collegians are freshmen "coming to realize the necessity of a typewriter." By 1970, it said, the industry expects to have "100% penetration of the college market."

■ Remrand, which also is immersed in the business typewriter market with electrics and manuals, is said to hold about 10% of the market over-all. In portables, its figure is "higher."

Distribution of the Remington brand was stepped up in 1960 from 3,500 outlets to 5,500 at year's end. A goal of 15,000 has been forecast by the division's vp and general manager, William N. Brown. Principally, the units are sold through department, stationery, office machine, and variety stores—but the new surging strength lies in the credit jeweler and credit furniture fields.

"The typewriter is almost considered an appliance today," said Mr. Most. "Moreover, we see the day when a great many homes will need two machines—and this movement has already started in a big way."

At present, there are about 16,000,000 typewriters of all kinds in the U.S. In 1960, portable sales were 1,100,000, up about 1.1%. The same year, Remrand's portable business increased 72.3%.

■ For 1961 the company has forecast an industry total of 1,300,000 machines. Mr. Brown has gone a step farther: He has estimated that by 1970 producers such as Remrand, Olivetti, Royal McBee and others each will be selling a total of 3,000,000 portable machines a year.

The agency is Compton Advertising. #

Scowcroft Rejoins Lever as Division Marketing VP

H. Gordon Scowcroft, formerly marketing vp of United Fruit Co., has rejoined Lever Bros. Co., New York, as marketing vp of the special products division, which is charged with the development of new products. Mr. Scowcroft was with Lever from 1936 to 1950 and went to Campbell Soup Co. before joining United Fruit.

OUR STATE'S GREAT
FOR
VACATIONS
Enjoy all the fun that's available in our own great State.
SKY MEADOWS GUEST RANCH
. . . in the heart of the Cascades, where everything is spacious, including the Big Ranch House and cedar log
Enjoy trail
Winner determined by drawing August 29. Winners every week.
ENTER TODAY!
STATE'S GREAT FOR SAVINGS
Vacation Savings
Just as our own Washington State is great for vacation fun —so our own State Savings and Loan is great for saving for a Washington State vaca-
Dividends on Insured Savings
STATE SAVINGS AND LOAN ASSOCIATION
TACOMA—(Home Office) 911 Pacific Ave.
PUYALLUP—219 N. Meridan
GIG HARBOR—Harborview Ave.
UNIVERSITY PLACE—7412 27th St. W.

STATE'S STATEMENT—*This is a somewhat truncated version of one of the long one-column ads State Savings & Loan has been running in dailies in its market.*

State Savings & Loan Stresses Self and Washington State

TACOMA, WASH., Sept. 7—State Savings & Loan Assn. has undertaken a new promotion keyed to the word "state" in its name.

"Our state's great for vacations" and "State's great for savings" are the double themes, carried in single-column page-deep newspaper ads. The two themes, plus the advertiser's name are in reverse on an outline map of Washington state.

Under the heading about vacations, copy tells of a scenic area and a resort and offers a free weekend at the resort for the winning family of four leaving their names at any of the association's four offices.

Under the heading of savings, copy stresses, "Vacation accounts are our specialty," and offers financing for a vacation cottage or beach home.

Advertising runs weekly and uses eight newspapers, including the *Tacoma News Tribune*, plus weekly papers in Sumner, Puyallup and Gig Harbor in the Tacoma area. State Savings & Loan also sponsors a news broadcast on KTNT, Tacoma, three times a week.

David W. Evans & Associates, Seattle, handles the account. #

'Farm Journal' to Boost Rates; Sets New Discounts

Farm Journal will raise its national page rates 5%, effective with the February, 1962, issue, but keep intact the 3,000,000 circulation guarantee which it installed last February. Cost of a one-time b&w page will go from $11,940 to $12,540, a four-color page will be raised from $16,450 to $17,250.

Farm Journal also will offer new frequency and volume discounts which, according to Dana Fernald, exec vp, "are based on dollars, rather than linage, to make it easier for advertisers using a combination of national and regional insertions." The magazine recently effected a 22-way area split among its five regional editions, designed to aid test-marketing or localized advertising. Its February, 1962, card also will show some circulation shifts in the five regionals; New Mexico, for example, will be in the southwestern edition instead of the western edition. Regional page rates have been adjusted accordingly.

Beech-Nut Plans Acquisition of Tetley, Tea Marketer

Beech-Nut Life Savers Inc., New York, plans to buy Joseph Tetley & Co. Ltd., London, leading tea marketer. The proposed acquisition has been approved by the boards of directors of the two companies. There was no indication that the move will result in any agency change. Beech-Nut's principal U.S. agency is Young & Rubicam. Tetley's U.S. subsidiary, Tetley Tea Co., is handled by Ogilvy, Benson & Mather, and Tetley management told ADVERTISING AGE the company is "highly satisfied" with Ogilvy's work. Y&R also services Thomas J. Lipton Inc.—but for soup advertising only.

Hagerty to Keynote BPA Meet

Keynote speaker for this year's Broadcasters' Promotion Assn. seminar will be James C. Hagerty, vp in charge of news, special events and public affairs of American Broadcasting Co. The annual meeting will be held in New York Nov. 6-8. The opening day's sessions for the seminar will include panels on television and radio image, sales promotion, market data, on-the-air promotion for radio and television and contests.

Give FDA Power to Police Cosmetics in Advance: Flemming

NEW YORK, Sept. 7—*Good Housekeeping* is urging its readers to urge their congressmen to arm the Food & Drug Administration with power to act against cosmetics *before* they go on sale.

In the October issue of the magazine, Arthur S. Flemming, contributing editor and former Secretary of Health, Education and Welfare, proposes a three-point program to strengthen the FDA and curb the "false claims of fly-by-night promoters which are the bane of the health and beauty world."

Mr. Flemming points out that manufacturers of new drugs, pesticides, food and color additives are required by law to do adequate testing before marketing—but that the FDA can act against cosmetics containing ingredients it deems unsafe only after they go on sale.

■ Maintaining that a "small segment of the cosmetic industry" has "subjected countless women to unnecessary health hazards," Mr. Flemming proposes:

• "No cosmetic should be placed on the market until the manufacturer has convinced the FDA that it is safe.

• "No therapeutic claims should be made for cosmetics until they have been cleared by the FDA.

• "No mechanical devices purporting to aid in the treatment of diseases or to bring about reductions in weight should be offered for sale until the FDA is convinced that they are both safe and effective."

Three case histories from the FDA files are cited in the article to show that "dangerous products" are now marketed: (1) A plastic nail coating which caused loss of the nails, (2) shampoos which caused severe eye irritations, and (3) a hair spray which contained carbon tetrachloride, "a potent liver poison."

■ Also, because the FDA has not the authority to require proof of therapeutic claims, the article states, it is possible for manufacturers to promote such ingredients as turtle oil or royal jelly with "fantastic and unsubstantiated claims that it will restore youth and beauty to aging skins."

Mr. Flemming also had harsh words for reducing devices which are "in a class all by themselves . . . No sooner is one of these weight reducers seized because of false claims than another appears," he said.

This lamentable situation, he said, is "a sad commentary on the failure of consumers to organize and demand action." The solution: Write your congressmen and "ask them to initiate and support the type of action outlined in this article." =

NEW PERFUME—*Jacqueline Cochran Cosmetics will introduce Capricci perfume by Nina Ricci this fall with this b&w spread, starting in October issues of Harper's Bazaar, The New Yorker and Vogue. Kastor, Hilton, Chesley, Clifford & Atherton is the agency.*

Branch Joins 'Point West'

Point West, Phoenix, has appointed C. LeRoy Branch as its representative in the Phoenix area, succeeding Thomas Quillin, who resigned. Mr. LeRoy was formerly in the securities business in Arizona and prior to that was a promotional sales representative of Colgate-Palmolive Co.

Jacobson Adds One

Richardson/Nemschoff Sales Inc., Sheboygan, Wis., has appointed Jacobson Advertising, Sheboygan, to handle advertising and merchandising for its Peabody furniture. The account was formerly with Harold J. Siesel Co.

Canadian Magazine Linage Off

Linage and revenues of magazines reporting to the Canadian Magazine Advertising Summary were off 4.4% and 2.7%, respectively, for the first eight months of 1961. Linage declined from 2,026,520 to 1,935,937; the revenue dip was from $13,577,154 to $13,210,489. For the month of August, linage decreased from 176,671 to 162,630, a 9.5% drop, while revenues were off 6.7%, going from $1,223,287 to $1,141,269.

Advertisers in This Issue

The following list of advertisers in this issue is published solely as a convenience. While every effort is made to maintain accuracy and completeness, last minute changes may occasionally result in unavoidable omissions or errors.

ABC Owned Radio Stations 20-21
Advertising Age 64
Advertising Checking Bureau 128
Advertising Council 106
Advertising Distributors of America 108
Aerospace Management 69
Akron Beacon Journal 66
American Broadcasting Co. 82-83
American Home 28-29
Animation 112
Architectural Forum 131
N. W. Ayer 27

R. H. Bacon 146
Barr Rubber Products Co. 76
Bell & Hefter 75
Better Homes & Gardens .. 16-17, 67
Boston Globe 15
Boston Herald Traveler 80
Boys' Life 61
Bridal-Pax 4
Buffalo Courier Express 110
Buffalo Evening News 86
Bundscho Typographers 70
Business Week 125

Cahners Publishing Co. 104-105
Carey Press Corp. 124
Catholic Management Journal 30
Catholic School Journal 98
Cedar Rapids Gazette 146
Chain Store Age 137
Chicago Sun-Times and Daily News 78-79
Chicago Tribune 127
Chilton Co. 123
Colind Photography 102
Collins, Miller & Hutchings 119
Columbus Dispatch 101

Dentsu Advertising 34
Detroit Free Press 107
Doane's Business Magazine for American Agriculture 36
Duhamel Stations 68

Electronic Design 41
Electronic News 11
Elks 26
El Paso Broadcasters 80
El Paso Times and Herald Post 24
Emery Air Freight 75
Eugene Register Guard 88

Factory 133
Fargo Forum 138
Farm Journal 57-58
First 3 Markets Group 143
Flower & Garden Group 109
Food & Drug Packaging 40
Fort Wayne News-Sentinel and Journal-Gazette 62
Fort Worth Star-Telegram 42
Fortune 54-55

Georgia Group 14
Greenville News & Piedmont, Columbia State & Record, Charleston News & Courier and Past .. 146
Grier's Almanac 134
Grit 7

Hagerstown Herald-Mail 110
Hardware Age 90
Hartley Course 124
Heating, Piping & Air Conditioning 112
Hitchcock Publishing Co. 50-51
Houston Chronicle 49
Houston Post 77

Inpak Systems 34
International Management 111
Iron Age 63

Jackson Clarion Ledger and News 76
Juneau Empire 42

KABC-TV 36
Kleen Stik Products 96
KLZ 136
KMOX-TV 25
Knapp Advertising Co. 59
KOLN 26
KPRC 6
KRON 150

Lake Shore Drive Hotel 106
Clint Leap 88
Lettershop 76
Life 149
Life International 32-33
Look 23
Los Angeles Herald Express 22

Machine Design 13
McClatchy Broadcasting Co. 35
McGraw-Hill Publishing Co. 31
Metalworking News 141
Miami Herald 95
Minnesota Mining & Manufacturing Co. 66, 80
Montreal Star 47

Nashville TV Stations 94, 102, 108, 124, 128, 132
National Future Farmer 148
Nevadarama 22, 62, 135, 146
New London Day 128
New York Times 99
Newspaper Agency Corp. 98
Newsweek 5
Fred A. Niles Communications Centers 86

Orlando Sentinel-Star 108
Ottawa Citizen 52

Parade 114
Parents' 66
Philadelphia Bulletin 91
Philadelphia Inquirer 38-39
Photo-Matic 48
R. L. Polk & Co. 47
Popular Mechanics 93
Portland Press Herald 60
Progressive Farmer 129
Puchasing Week 97

Quincy Herald-Whig 106

Radio Corporation of America .. 15, 59, 90, 130, 132, 135
Reader's Digest 87
Riverside Press and Enterprise .. 102
RKO General 103
Roanoke Times and World-News .. 135

Saginaw News 40
St. Anthony Messenger 94
St. Paul Dispatch-Pioneer Press .. 136
San Diego Union and Evening Tribune 134-135
San Francisco Chronicle 14
Saturday Evening Post .. 37, 71-74, 85
Sawyer's 148
South Bend Tribune 96
Sports Illustrated 117
SRDS Data 30
Storer Broadcasting Co. 121
Successful Farming 113
Sunset 9

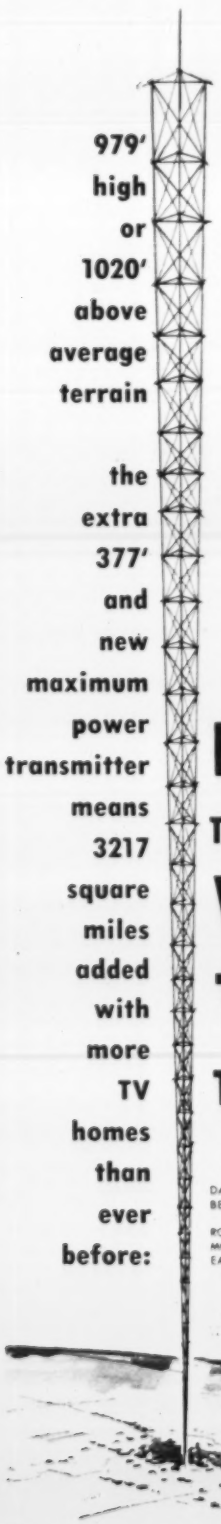
Tacoma News Tribune 4
Taft Broadcasting Co. 89
Arthur Tarshis Associates 138
Texas Newspaper Group 56
Time 81
Today's Health 24
Tulsa World 68
TV Guide 43-46

U. S. News & World Report 53

Washington Post 19
WEBC 60
Western Horseman 68
WGN 88, 94, 130
Wichita Eagle and Beacon 64
WIIC 8
Winston Salem Journal and Sentinel 94
Wirtz, Haynie & Ehrat 62
WJIM 52
WOC 148
WSAZ-TV 48
WSBT 56
WSB-TV 62
WTRF-TV 102

X-TRA 70

Yachting 138
Young & Rubicam 65



979' high or 1020' above average terrain

the extra 377' and new maximum power transmitter means 3217 square miles added with more TV homes than ever before:

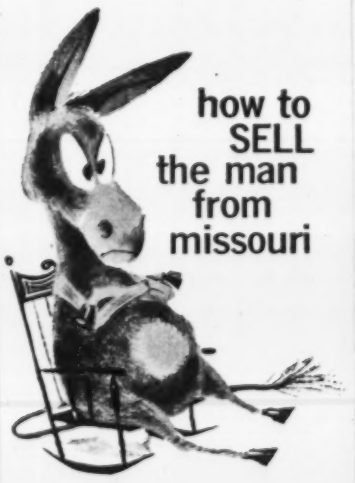
NEW TALLER WOC TV TOWER

SERVING THE QUINT CITIES
DAVENPORT, BETTENDORF, IOWA
ROCK ISLAND, MOLINE, EAST MOLINE, ILL.

WOC-TV Channel 6

D. D. Palmer, President
Raymond E. Guth, General Manager
Pax Shaffer, Sales Manager

Exclusive National Representatives
Peters, Griffin, Woodward, Inc.



how to SELL the man from missouri

It's simple . . . SHOW HIM with living 3-D pictures. Stereo talks a language **everybody** understands.

In today's demanding market, the complete, dramatic realism of full-color stereo carries your message as no other media can. Stereo is **always** seen—**never** goes into the wastebasket. Your prospect sees your product exactly **as it is**—be it buttons or bulldozers—and hears it speak with commanding authority. Design, color, texture, all details and features are reproduced with a "reach out and touch" realism that "reaches out and sells".

Put View-Master Stereo to work for **you**—write today.

SEND FOR FREE SAMPLE: View-Master product reel and hand viewer. Mail coupon to Sawyer's, Inc., Dept. A, Portland 7, Oregon.

Name_____
Company_____
Street_____
City_____ Zone____ State____

to start a trend . . . in the farm market

Sell the "open-mind" of the young farmer — the big-influence market of modern, **educated** farmers.

275,000 strong

The National Future Farmer
BOX 29
ALEXANDRIA, VIRGINIA
ROckwell 8-1212

The magazine for the young man on the farm

Total advertising revenue for LIFE's September, 1961 issues is already $15,000,000 —the highest advertising volume for any September in LIFE's 25 years.

For purposes of comparison, this is a larger dollar volume of advertising than any other magazine, weekly or monthly, has ever carried in any month.

Additional intelligence: since the change in LIFE's format, LIFE advertisers have ordered $2,000,000 more in ad space during July and August than during the same period last year.

Strong evidence that today, more than ever before, advertisers value

KRON is TV in SF

San Franciscans are sold on KRON-TV

KRON/TV HAS MOST
¼ HOUR WINS
IN PRIME-TIME
ARB July 1961

· S.F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

SEAL OF GOOD PRACTICE